

ANCHORAGE VISITOR SURVEY

ANCHORAGE CONVENTION AND
VISITOR BUREAU

SEPTEMBER 25TH TO
OCTOBER 9TH, 1993

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INTRODUCTION

This report presents an analysis of a survey of statewide Alaska adult residents, excluding those living within the Municipality of Anchorage. The survey measured properties of Alaska residents' demographics, attitudes and behaviors concerning their household's travel to Anchorage and elsewhere. Research typically involves estimating the characteristics of a designated population. Because of the costs of conducting a census of all items in a population, and the adequacy of sample results, sample statistics were used to make statistical inferences concerning population parameters.

One thousand two hundred thirty two (1,232) statewide Alaska adults were interviewed between September 25th and October 9th, 1993. Interviewing was conducted by telephone on a random digit basis. All households outside the Municipality of Anchorage which are accessible by telephone had an equal chance of being interviewed.

At a 95% confidence level, the empirical proportions reported in this survey can be projected, within plus or minus 2.79%, to the entire Alaska adult and household populations. This means one can be 95% sure that the frequencies reported in this survey are within 2.79% of the true Alaska population proportions.

METHODOLOGY

The State of Alaska was divided into six areas for the purposes of this project and surveyed as follows:

AREA	FREQUENCY	PERCENT	MARGIN OF ERROR
Southeast.....	201.....	16.3%.....	±6.90%
Kenai Peninsula.....	203.....	16.5%.....	±6.86%
Highways.....	200.....	16.2%.....	±6.91%
Fairbanks.....	202.....	16.4%.....	±6.88%
Kodiak.....	226.....	18.4%.....	±6.46%
Rural.....	200.....	16.2%.....	±6.91%
TOTALS.....	1232.....	100.0%.....	±2.79%

The data was weighted to produce a statistically representative sample based upon population as follows:

AREA	FREQUENCY	PERCENT	MARGIN OF ERROR
Southeast.....	290.....	23.5%.....	±6.90%
Kenai Peninsula.....	167.....	13.5%.....	±6.86%
Highways.....	214.....	17.4%.....	±6.91%
Fairbanks.....	260.....	21.1%.....	±6.88%
Kodiak.....	55.....	4.5%.....	±6.46%
Rural.....	247.....	20.0%.....	±6.91%
TOTALS.....	1232.....	100.0%.....	±2.79%

The weighting does not affect the total sample size, nor does it affect the margins of error for each of the individual areas.

Each respondent was asked to recount all the overnight trips they and members of their household had made to Anchorage and elsewhere over the previous twelve month period. Day trips were deemed of no interest for this project.

Both Anchorage and non-Anchorage trips were recorded in detail up to a maximum of fifteen trips. For those households that made more than fifteen trips, respondents were asked to describe a representative set of fifteen. This was usually easy since trips tended to be somewhat standard and repetitive at that level. A further weight was then applied to these cases to bring their trip totals up to the required level. This procedure was accorded separately to the Anchorage and non-Anchorage trips.

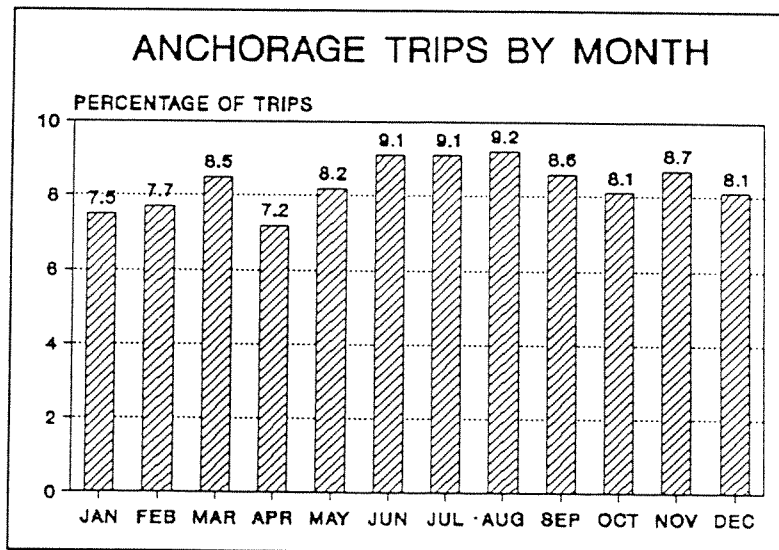
EXECUTIVE SUMMARY

FREQUENCY RESULTS - QUESTIONNAIRE AND FREQUENCIES (Pages 1 - 20)

Anchorage Overnight Trips

Alaska households made an average of 3.790 overnight trips to Anchorage between September 1992 and August 1993. However, 49.0% of households, i.e close to half, made either one trip only or none at all.

4,669 overnight Anchorage trips were recorded for the entire sample. June, July and August were the top three months in terms of trips recorded.



The majority of trips were for business purposes, 44.5%, compared to pleasure, 32.5%.

56.6% of trips were by car or truck, 43.1% were by air. Other means were extremely minimal. (NOTE: Southeast and Kodiak trips occasionally involved the use of ferries and, most of the time, another means of transportation. These trips were categorized by whatever means of transportation brought them into Anchorage. For example, a ferry and car trip from Juneau to Anchorage was categorized as a Car/Truck trip since that was the mode by which they arrived in Anchorage.)

55.9% of trips involved just one traveller. The mean party size for all trips was 1.748 people.

41.1% of trips spent just one night in Anchorage. The mean number of nights spent was 2.594 nights.

48.8% of trips spent at least one night in a hotel or bed and breakfast. The mean number of hotel nights spent was 1.104 nights.

The mean expenditures for all trips was \$429.66. (NOTE: Some respondents could not estimate corporate expenditures for business trips, especially in large parties. This mean expenditure figure can therefore be considered a lower bound.)

10.9% of trips to Anchorage had a primary destination elsewhere. Of these secondary trips, 65.2% went on to another location instate, 31.7% continued to the Lower 49 and 3.1% continued abroad. Big Lake, Kodiak and Wasilla were the three largest instate destinations for secondary Anchorage trips. Washington was the largest destination in the Lower 49, with Russia and Mexico the largest abroad.

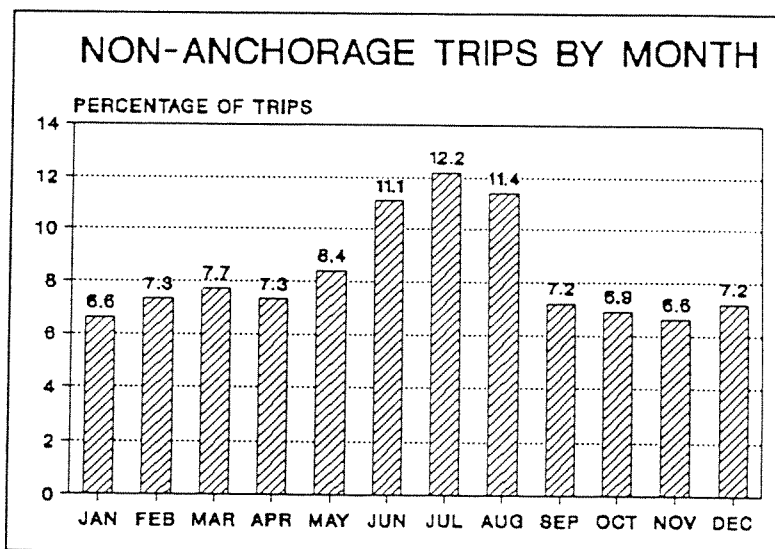
Restaurants/Dining out is the most popular activity for visitors while in Anchorage. 91.5% of respondents who had visited Anchorage in the previous year claimed to have dined out at least once on a visit. Downtown shopping, 81.9%, and mall shopping outside of Downtown, 74.7%, were the next highest activities.

24.9% of respondents had attended a convention, trade fair, seminar or annual meeting at some time in the last year. The mean number of convention trips was 0.755 trips.

Non-Anchorage Overnight Trips

Alaska households made an average of 3.250 overnight non-Anchorage trips between September 1992 and August 1993. 49.3% of households made either one trip only or none at all.

4,005 overnight non-Anchorage trips were recorded for the entire sample. June, July and August were again the top three months in terms of trips recorded, forming 34.7% of all trips in 25% of the time. This compares to only 27.4% for the Anchorage trips, where the distribution by month is much flatter.



A larger proportion of the non-Anchorage trips are for pleasure purposes, 42.8%, than of the Anchorage trips, 32.5%.

62.2% of non-Anchorage trip destinations were to other locations in Alaska, 34.5% were to locations in the Lower 49 and 3.3% were to locations abroad. This is a remarkably similar distribution to that of the secondary Anchorage trip destinations.

11.9% of all non-Anchorage trips, or 19.1% of all in-state non-Anchorage trips, have Fairbanks as the destination. Juneau, Valdez and Prudhoe Bay are next on the in-state list, with 4.4%, 4.1% and 3.0% of all non-Anchorage trips.

12.2% of all non-Anchorage trips, or 35.2% of all Lower 49 non-Anchorage trips, have Washington State as the destination. California and Oregon follow on the Lower 49 list, with 4.7% and 2.5% of all non-Anchorage trips. 56.2% of all Lower 49 trips are to these three West Coast states.

40.0% of all foreign trips are to Canada. 19.2% are Mexico trips. Beyond these trips, the most prolific continent is Asia with 20.0% of all foreign trips.

Anchorage Activities

Shopping, 784 responses, and Eating out, 476 responses, are the most common activities visitors partake of while in Anchorage. Visiting friends/relatives, Theater/Movies and Sightseeing rank next on the list. Skiing is the most popular outdoor activity with 65 mentions.

30.7% of respondents have visited Anchorage before specifically to attend Fur Rondy. 19.5% have visited to attend events at the PAC, 16.1% have attended the start of the Iditarod and 8.3% have visited specifically to attend the Great Alaska Shootout.

Anchorage travel bookings, when made, were most often conducted through a local travel agency. The second most common arrangement was over the telephone direct with the airlines.

Anchorage's destination rating was encouraging, 86.0% good, 7.7% poor, 6.3% neutral, although the majority of the good rating was just somewhat good. The mean rating "GPA" was 3.138, i.e. slightly better than somewhat good.

What can Anchorage provide that would make Alaska residents visit more often? Responses given were varied, some of them sensible suggestions, some of them not. More concerts/Theaters/Plays/Cultural events ranked first on the list, with 91 mentions.

Cheaper prices, both on airfares and on accommodations ranked second and third. Sporting events collectively drew a lot of responses, More sporting events, 26 mentions, Pro baseball team, 19 mentions, Olympics, 15 mentions and skiing, 10 mentions. Many respondents had concerns about roads, Better mass transit/Buses, 24 mentions, Improve traffic/Congestion/Safer drivers, 24 mentions, Better parking/PAC parking/Overnight parking, 10 mentions and Improve roads, 6 mentions. Safety was also a concern, Safer Downtown/Clean up 4th Avenue/Close liquor stores, 11 mentions and Better crime prevention, 10 mentions.

Demographics

34.2% of respondents have lived in Alaska since before 1967. Mean Alaska residency is 21.76 years, the median is 19.08 years.

35.4% of respondents have a high school level of education or less, the remainder having at least some college. Mean education level is 14.02 years, i.e. just over 2 years of college, the median is 13.27 years.

Mean household size is 3.17 people. The most common household size is two, forming 29.5% of all households. 48.6% of households have no children under 18 years of age. The mean number of children per household is 1.143, the mean number of adults thus 2.027.

The average age of respondents is 41.91 years, the median is 38.92 years. 63.7% of respondents are married.

18.6% of households have a principal wage earner working in the service industry. 18.3% are professionals/doctors/lawyers, 12.2% are in fishing/timber/mining and 10.1% are in construction.

The mean income for respondent households was \$53,194. The median income, which more accurately reflects the true midpoint, was \$44,600.

AREAS OF ALASKA - ANCHORAGE TRIPS (Pages 21 - 25)

The following table shows the origin of recorded Anchorage trips.

ORIGIN	PERCENT POPULATION	PERCENT ANCH TRIPS
Southeast.....	23.5%	9.4%
Kenai Peninsula.....	13.5%	23.4%
Highways.....	17.4%	26.8%
Fairbanks.....	21.1%	17.4%
Kodiak.....	4.5%	3.6%
Rural.....	20.0%	19.4%

50.2% of all Anchorage overnight trips originate from the Kenai Peninsula and Highway communities. These two areas contain a total of only 30.9% of the population. Southeast contains 23.5% of the population but only 9.4% of the trips originated from here.

Southeast trips are predominantly for business purposes, 59.1%, the highest incidence among all areas. 5.8% of these trips enter Anchorage by Car/Truck, 93.9% enter by air. 73.9% of trips are made by single travellers, also the highest incidence of all areas. Southeast trips had relatively high lengths of stay and numbers of hotel nights, 2.93 and 1.77 respectively, compared to 2.59 and 1.10 for the whole sample. Expenditures were relatively high, \$567 per trip compared to \$429 overall.

Kenai Peninsula trips have a low incidence of business trips, 37.4%, and a relatively high incidence of pleasure trips, 36.9%. 84.1% of trips from this area come in by Car/Truck, 15.7% by air. 52.5% of Kenai trips are multi-passenger trips, the highest for all areas. Kenai trippers, however, spend the least time in Anchorage, and spend the fewest nights in hotels, 1.73 and 0.55 nights respectively. 58.8% of all Kenai trips are for one night only. Expenditures are lower than average, \$344 per trip.

Highways trips are the only ones where the frequency of pleasure trips exceeds that of business trips. 37.4% are pleasure, 34.4% are business. 90.1% come in by Car/Truck, 9.6% by air. These trips have the highest mean party size, 1.93, compared to 1.75 overall. Length of stay and hotel nights are also low, 2.07 and 0.66 nights respectively, though not as low as Kenai trips. 71.1% of Highways trips did not include a hotel stay, the highest incidence for all areas. Expenditures were the lowest, only \$288 per trip. 47.8% of all Highways trips spent \$100 or less.

Fairbanks trips are the only trips that show a seasonal hump in the summer. 34.2% of Fairbanks trips take place in June, July and August. Like Southeast trips, Fairbanks trips are predominantly for business purposes, 55.4%. It is the only area that shows a mix of transportation means, 57.5% by Car/Truck and 42.4% by air. Party size is standard, 1.71, as are length of stay, 2.49, and hotel nights, 1.22. Expenditures are rather low, \$332 per trip.

Kodiak trips show the highest incidence of pleasure trips, 38.0%, among all areas. 43.5% are business trips. 94.3% of trips come in by air, only 4.8% by Car/Truck. Party size is relatively average in this area, 1.79, however, length of stay and hotel nights are both above average 2.90 and 1.60 respectively. 71.4% of Kodiak trips included use of a hotel, the highest hotel usage rate for all areas. Expenditures were second highest, \$624 per trip, for this area. 15.4% of Kodiak trips were on their way somewhere else, the highest secondary trip rate for all areas. Approximately half these secondary trips were destined somewhere instate, the other half Lower 49 and abroad.

Rural trips have the lowest pleasure rate, 24.0%. 50.4% are for business purposes. 88.6% come in by air, 11.1% by Car/Truck. Average party size was second lowest, 1.62, with 61.2% being single passenger trips. However, the average length of stay for Rural trips was highest for all areas by a long way, 4.23 nights. Rural trips also had the highest average hotel nights, 1.86. Expenditures were highest as a result, \$711 per trip. Like Kodiak, Rural trips had a high secondary trip incidence, 14.6%.

NOTE: Expenditure means can be misleading, since it only takes one very high expenditure trip to throw a mean off quite considerably. More meaningful are the medians which are as follows for each of the areas.

ORIGIN	EXPENDITURE MEAN	EXPENDITURE MEDIAN
Southeast.....	\$567.....	\$375
Kenai Peninsula.....	\$343.....	\$163
Highways.....	\$288.....	\$121
Fairbanks.....	\$332.....	\$193
Kodiak.....	\$624.....	\$289
Rural.....	\$711.....	\$376

Median expenditures show Southeast and Rural trips being the highest revenue trips, followed by Kodiak. Kenai and Highways, the two locations from which most trips come, show the lowest median expenditures.

AREAS OF ALASKA - NON-ANCHORAGE TRIPS (Pages 26 - 33)

The following table shows the origin of recorded non-Anchorage trips.

ORIGIN	PERCENT POPULATION	PERCENT NON-ANCH TRIPS
Southeast.....	23.5%.....	26.0%
Kenai Peninsula.....	13.5%.....	7.9%
Highways.....	17.4%.....	26.9%
Fairbanks.....	21.1%.....	19.5%
Kodiak.....	4.5%.....	2.1%
Rural.....	20.0%.....	17.5%

Southeast and Highways are the most prolific non-Anchorage tripmakers, combining for 52.9% of non-Anchorage overnight trips. Kenai Peninsula residents, while prolific on Anchorage trips, drop off on the non-Anchorage trips, contributing only 7.9% to the trip total.

Southeast Non-Anchorage trips are predominantly business trips, 46.5%, over pleasure trips, 37.7%. The most common destinations are Washington State, 26.9%, and Juneau, 11.4%. 42.4% of Southeast Non-Anchorage trips have their destination in-state. Of these in-state trips, over three-quarters remain in the Southeast.

Kenai Peninsula Non-Anchorage trips are predominantly pleasure trips, 47.9%, over business, 38.4%. The most common destinations are within the Kenai Peninsula, 18.1%, the Mat-Su Borough, 17.6%, and Washington State, 11.4%.

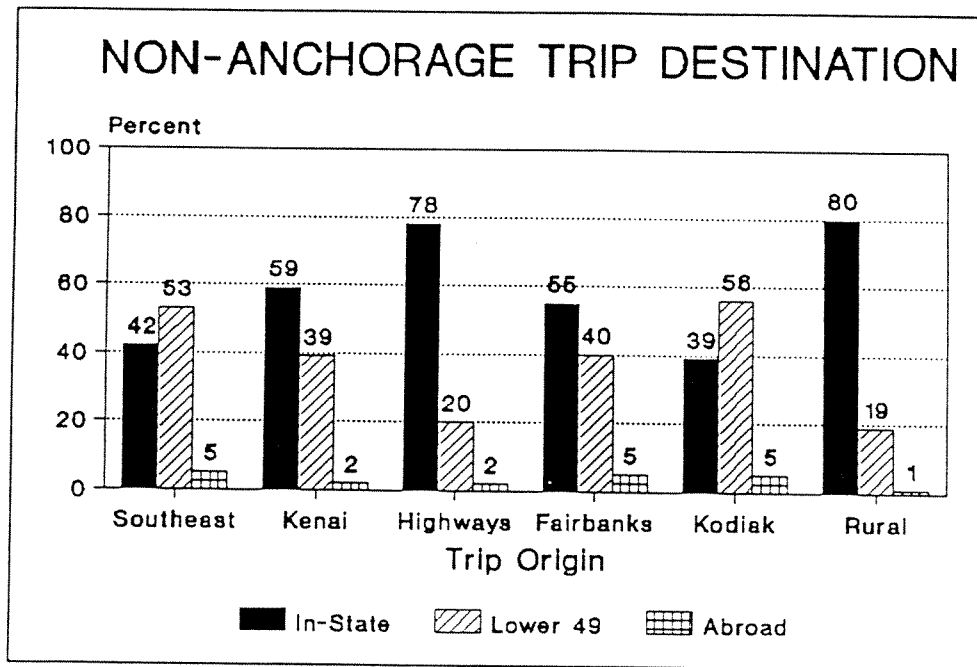
Highways Non-Anchorage trips have a summer "hump", with 37.7% of their trips taking place in June, July and August. 21.7% of all trips are to the Fairbanks North Star Borough, 21.1% to Fairbanks itself. 12.5% are to the Valdez-Cordova Borough, with 11.3% going to the Kenai Peninsula. Only 22.5% of Highways trips leave the state.

Fairbanks Non-Anchorage trips have a pronounced summer "hump", with 52.6% of them taking place in the May-August period. 54.4% are for pleasure, 33.8% for business. The most common destination is the Valdez-Cordova Borough, 18.5%, with 14.5% of all trips going to Valdez.

Kodiak Non-Anchorage trips are predominantly business, 51.7%, the highest business percentage for all areas. The most common destinations are Aleutians West, 14.9%, particularly 8.3% to Dutch Harbor. Out-of-state travel is heavy, with 13.1% of all trips to California and 12.5% to Washington.

Rural Non-Anchorage trips are largely for business purposes, and have the highest "mixed" purpose percentage, 27.2%. 29.9% of all Rural trips are to the Fairbanks North Star Borough, 29.6% to Fairbanks itself. 10.3% of trips are to the Bethel Borough, 9.3% to Bethel itself, and 8.5% of trips are to the Nome Borough, 7.6% to Nome itself.

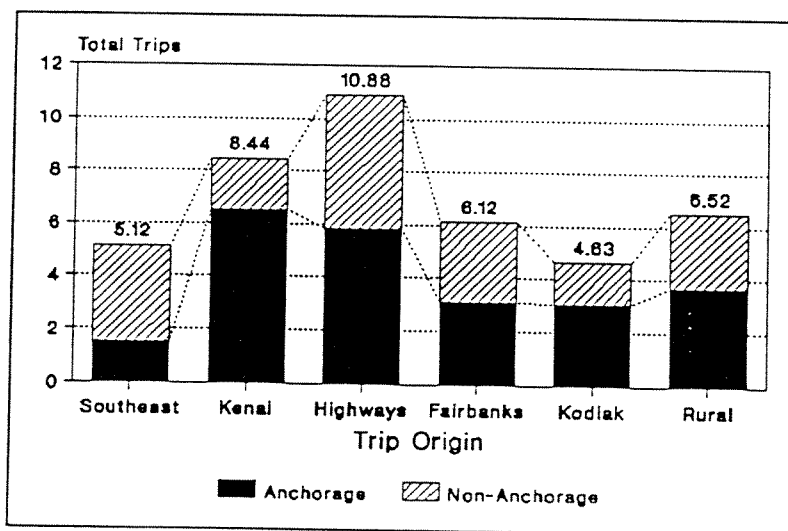
The following graph depicts the distribution of non-Anchorage trip destination for the six different areas of the state.



AREAS OF ALASKA - HOUSEHOLDS (Pages 34 - 41)

52.9% of Southeast respondent households had not made a single Anchorage overnight trip in the previous year. 43.0% of Highways respondent households had not made any trips. Kenai Peninsula households were the most likely to have made at least one trip to Anchorage, 85.6%, and were the heaviest travellers, with 30.0% of households making six or more trips. Kenai Peninsula households averaged 6.54 overnight trips, the highest mean by area. Southeast were the lowest, with 1.52 trips per household.

Kenai Peninsula households make few non-Anchorage trips, however, averaging only 1.90 trips per household. Kodiak has the lowest non-Anchorage trip average with 1.55 trips. Highways has the highest average with 5.04 trips.



Rural households were the heaviest convention trippers, averaging 1.02 convention trips per household. 39.7% of Rural households made at least one trip for this purpose.

17.6% of Southeast respondents have never been to Anchorage, 8.5% of respondents from Fairbanks have never been. Percentages in other areas are negligible.

Southeast respondents tend to make their travel plans through a local travel agency, 41.2%, or on the telephone with an airline, 20.2%. Kodiak respondents show a similar pattern. Kenai Peninsula and Highways respondents say their travel is usually by car or "self-arranged". Fairbanks is a mix of both, with 31.8% saying they always drive, and 19.8% arranging travel with a local travel agent. Rural respondents are interesting in that their most common arrangement is direct on the phone with the airlines, 36.8%, over local travel agents, 26.4%.

ANCHORAGE OVERNIGHT TRIP CROSSTABS (Pages 42 - 81)

ANCHORAGE TRIPS BY SEASON (Pages 42 - 46)

The only truly significant result in this section is the crosstab by trip purpose. 49.7% of winter trips are for business purposes, 28.1% for pleasure. In summer, business and pleasure are at virtual parity, 39.9% and 38.5% respectively.

The proportion of secondary Anchorage trips showed some variation by season. 14.4% of summer trips were secondary in nature, 12.7% of spring trips, 10.0% of winter trips down to only 7.7% in Fall. Foreign and Lower 49 trips are fairly static, the difference being accounted for by variation in secondary Anchorage trips within Alaska.

ANCHORAGE TRIPS BY PURPOSE (Pages 47 - 51)

Anchorage business trips emerge almost equally from four areas, Rural, 22.0%, Fairbanks, 21.7%, Highways, 20.7%, and Kenai Peninsula, 19.6%. Pleasure trips are concentrated in Highways, 30.8%, and Kenai Peninsula, 26.5%.

Business trips are stable in frequency throughout the year as one might expect. Pleasure trips show the summer "hump", with 32.6% of pleasure trips occurring in the summer months.

56.6% of business trips are by air, 43.2% by Car/Truck. Pleasure trips, on the other hand, are predominantly Car/Truck, 68.5%, with 31.4% by air.

67.6% of business trips are single traveller trips, with a mean party size of 1.46. Only 44.7% of pleasure trips are single traveller, and the mean party size is 2.00.

Average length of stay is longer for pleasure trips, 2.88 to 2.41, but with fewer hotel nights. 59.4% of business trips used a hotel, compared to only 43.6% of pleasure trips. Business trips averaged 1.31 hotel nights to 1.00 for pleasure trips.

Pleasure trips are more likely to have a main destination other than Anchorage. 16.0% of pleasure trips to Anchorage were secondary in nature, the main primary destinations being Big Lake, 2.2%, Wasilla, 1.6%, Kenai, 1.2%, and Homer, 1.0%. In comparison, only 9.4% of business trips were secondary in nature.

ANCHORAGE TRIPS BY MODE OF TRANSPORTATION (Pages 52 - 56)

42.6% of Car/Truck trips originated from Highways communities, 34.7% from the Kenai Peninsula, 17.6% from Fairbanks. 39.9% of air trips were from Rural, 20.6% from Southeast, 17.1% from Fairbanks.

Car/Truck trips are more likely to be pleasure trips, 39.3%, than business, 33.9%. Air trips are 58.4% business, 23.6% pleasure.

66.2% of air trips are single traveller trips, with a mean party size of 1.52. Only 48.0% of Car/Truck trips had a single passenger, for a mean party size of 1.92.

51.1% of Car/Truck trips stayed only one night for an average length of stay of 2.05 nights. Hotel nights averaged 0.62 for Car/Truck trips. Air trips, on the other hand, had a mean trip length of 3.29 nights with 1.74 of them in hotels.

Expenditures were much higher for air trips, averaging \$598 per trip despite the fact that the average party size was lower. The mean expenditures for Car/Truck trips was \$297, with 44.5% of Car/Truck trips spending \$100 or less.

Air trips are more likely to be secondary trips in nature. 15.9% of air trips were secondary compared to only 7.1% for Car/Truck trips. Most common primary destinations for air trips where a layover was taken in Anchorage were Kodiak, 1.5%, Red Dog, 1.5%, Washington State, 1.5%, and California, 1.0%.

There are some interesting demographic relationships in this section. 56.9% of Car/Truck trips were conducted by individuals in childless households, compared to only 42.5% of air trips. This translates to your average in-state air traveller to Anchorage having more children, on average, than an in-state driver to Anchorage, 1.27 children to 0.94 children.

24.5% of all air trips were conducted by individuals whose household's chief wage earner was employed by government, whether city, state or federal. Only 13.3% of car trips were "government" trips. Fishing/Timber/Mining and Professionals/Doctors/Lawyers have a tendency towards air travel, with Service strongly tending toward Car/Truck travel.

49.8% of air trips were conducted by individuals whose household income exceeds \$66,000, compared to only 25.0% of Car/Truck trips. Mean air trip household income is \$78,100, compared to only \$59,280 for Car/Truck trips.

Family status shows us that the dominant family group with regards to air travel are mature families. 32.2% of air trips were conducted by mature family members. Young singles, not surprisingly, have the most pronounced tendency away from air and towards Car/Truck travel.

ANCHORAGE TRIPS BY PARTY SIZE (Pages 57 - 61)

Single traveller trips are mostly business, 53.8%, than pleasure, 26.0%. Two traveller trips shows trip purpose at parity, 39.2% business, 36.4% pleasure. Trips of three or more are 48.0% pleasure and only 21.9% business.

Single traveller trips are mostly air trips, 51.1%, over Car/Truck trips, 48.6%. Two and three plus traveller trips are Car/Truck trips in a 2:1 ratio over air trips.

Trips of three or more people have a higher mean length of stay than trips of one or two people. Single traveller trips and two traveller trips have almost identical means, both about 2.5 nights with 1 in a hotel. Three plus traveller trips have a mean trip length of 3.17 nights with 1.42 hotel nights.

Larger party sizes spend more. Single travellers average \$298 per trip. Party sizes of two spend \$526 per trip, with parties of three or more spending \$709 per trip. Expenditures per person, however, decrease with increasing party size from \$298 for singles to \$263 per person for doubles to \$184 per person for three plus groups.

ANCHORAGE TRIPS BY LENGTH OF STAY (Pages 62 - 66)

One night trips are mostly from Kenai Peninsula and Highways, 33.4% and 31.8% respectively. Rural respondents account for only 8.2% of one night trips, however they account for 20.7% of two to three night trips and 42.3% of four or more night trips.

70.4% of one night trips travel to Anchorage by Car/Truck, 29.6% by air. Two to three night trips are marginally more Car/Truck than air. Trips of four or more nights are 67.4% air, 32.3% Car/Truck.

Average expenditures obviously vary by length of stay. One night trips had a mean expenditure of \$176, two to three night trips spent \$396 on average and four or more night trips spent \$1092. Per night expenditures work out as \$176 per night for one-nighters, \$166 per night for two to three nighters and \$160 per night for four plus nighters.

One night trips are more likely to be secondary in nature, 16.3%. The longer a visitor stays in Anchorage, the more likely it is that Anchorage is the primary destination.

Demographically, multi-night trips tend to be made by households with more Alaska residency, with larger households sizes, with more children and with higher incomes. Most of these demographic trends can be explained by the predominance of Rural households with regard to multi-night trips.

ANCHORAGE TRIPS BY HOTEL NIGHTS (Pages 67 - 71)

Again, No Hotel trips are dominated by Kenai Peninsula and Highways, with 28.0% and 37.1% respectively. Their influence diminishes as hotel nights increase to be replaced largely by Rural trips which form 43.3% of four plus hotel night trips.

No Hotel trips are 73.0% Car/Truck for mode of transportation, 26.7% air. One night hotel trips are 54.1% Car/Truck, two to three night hotel trips are 29.9% Car/Truck and four plus are only 21.8% Car/Truck.

One night hotel trips are the most likely to be business trips, 56.7%, and the most likely to be single traveller trips, 63.1%.

Again, there is obviously a strong relationship between hotel nights and expenditures. 44.8% of No Hotel trips spent \$100 or less, with a mean expenditure of \$354. One night hotel trips, 96.0% of which are one night trips, average \$214 in expenditures per trip. Two to three night hotel trips average \$494 and four plus night hotel trips average \$1365.

There are pronounced demographic relationships similar to those seen for trip nights, Alaska residency, household size, number of children and income being variables which increase with increasing number of hotel nights. No Hotel trips are conducted by travellers with a mean income of \$58,300. One night hotel trippers have a mean income of \$69,790, two to three hotel night trippers have a mean of \$77,950 and four plus hotel night trippers mean \$93,040.

ANCHORAGE TRIPS BY EXPENDITURES (Pages 72 - 76)

70.5% of \$100 or less trips originate from the Kenai Peninsula and Highways. These two areas contribute 50.1% of \$101-\$250 trips, 41.1% of \$251-\$500 trips and only 30.3% of \$501+ trips. So while these two areas are the most prolific providers of trips to Anchorage, their value in terms of expenditures appear to be less than other areas, particularly Rural which contributes fully 34.0% of \$501+ trips.

It is interesting that 12.8% of \$501+ trips take place in December, presumably as a result of Christmas shopping.

\$501+ trips are predominantly pleasure trips, 38.1%, over business trips, 32.0%. All the sub-\$500 trips are predominantly business.

\$100 or less trips are 79.6% Car/Truck, 20.2% by air. \$501+ trips are 64.6% by air, 34.9% by Car/Truck. The two intermediate expenditure groups show rough parity between the two means of transportation.

\$100 or less trips have a mean party size of 1.49. This rises steadily to 2.32 for \$501+ trips. \$100 or less trips have a mean length of stay of 1.60 nights, with 0.34 hotel nights per trip. This rises steadily to 5.21 nights, with 2.50 hotel nights, for \$501+ trips.

Demographically, high expenditure trips tend to be made by households with large household sizes, by households with more children, and by those with high household incomes. Mature families are the family group with the strongest tendency towards high expenditure trips.

ANCHORAGE TRIPS BY PRIMARY DESTINATION (Pages 77 - 81)

There is a pronounced summer hump for secondary Anchorage trips, with 47.8% of all secondary trips taking place in the four months between May and August. Primary Anchorage trips are relatively flat across the year.

Secondary trips are largely pleasure trips, 47.5%, over business trips, 38.3%. Primary trips are primarily business.

62.8% of secondary trips come in by air, 36.8% by Car/Truck. Primary trips are only 40.7% air trips, 59.1% Car/Truck.

61.2% of secondary trips stayed only one night, with a mean stay of 1.90 nights. Primary trips had a mean stay of 2.68 nights.

While mean expenditures for secondary trips are lower than those for primary trips, \$320 to \$443, the mean expenditures per day of stay are very similar, \$168 to \$165.

Fishing/Timber/Mining households complete 14.3% of all secondary Anchorage trips, compared to only 6.3% of primary trips.

NON-ANCHORAGE OVERNIGHT TRIP CROSSTABS (Pages 82 - 97)

NON-ANCHORAGE TRIPS BY SEASON (Pages 82 - 89)

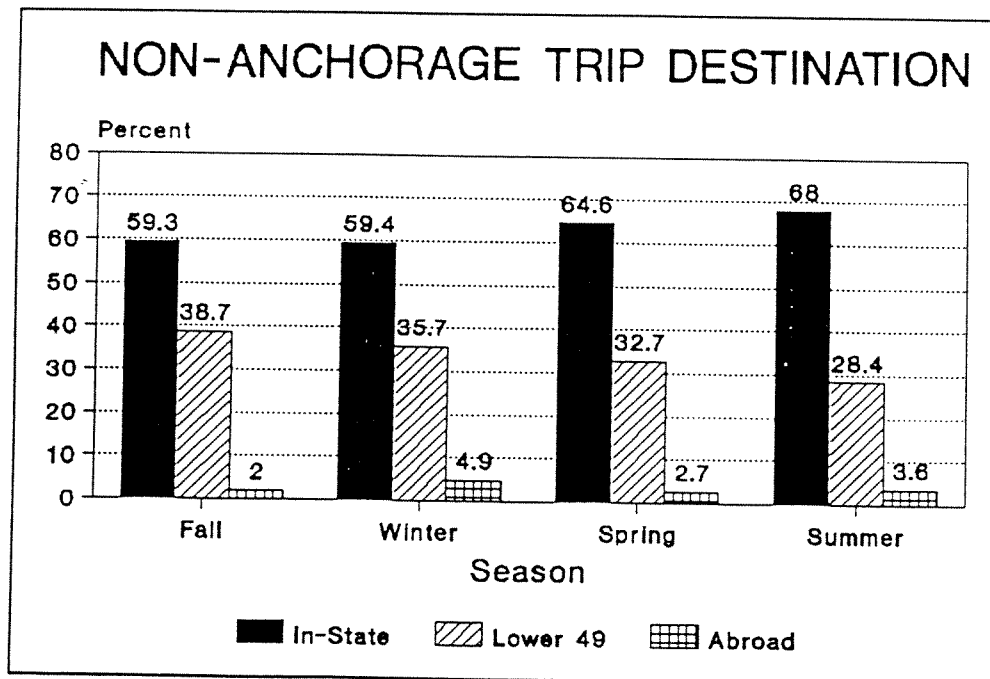
Summer non-Anchorage trips are predominantly pleasure trips, 51.8%, over business trips, 35.8%. Spring shows rough parity by trip purpose, with Fall and Winter being predominantly business.

Fairbanks is the main instate destination, Washington State the main Lower 49 destination. These two locations are the most common destinations for Fall, Winter and Spring. In Summer, Valdez-Cordova Borough and the Kenai Peninsula Borough are the top two borough destinations. The top ten individual, non-Anchorage, Summer destinations are as follows:

SUMMER DESTINATION

Washington.....	9.7%
California.....	3.7%
Fairbanks.....	9.6%
Valdez.....	5.6%
Homer.....	3.9%
Juneau.....	3.9%
Seward.....	3.2%
Denali.....	2.7%

The distribution of trip destination by season varies slightly but significantly as follows.



NON-ANCHORAGE TRIPS BY PURPOSE (Pages 90 - 97)

Non-Anchorage pleasure trips are very seasonal in nature, with 42.0% of them taking place in the Summer months.

The most common business destinations are Fairbanks Borough, 13.0%, Washington State, 12.1%, and the North Slope Borough, 9.9%. The most popular pleasure destinations are Valdez-Cordova Borough, 13.0%, Kenai Peninsula Borough, 10.5%, Fairbanks Borough, 9.8%, and Washington State, 9.3%.

The top ten individual, Non-Anchorage, business destinations are as follows:

BUSINESS DESTINATIONS

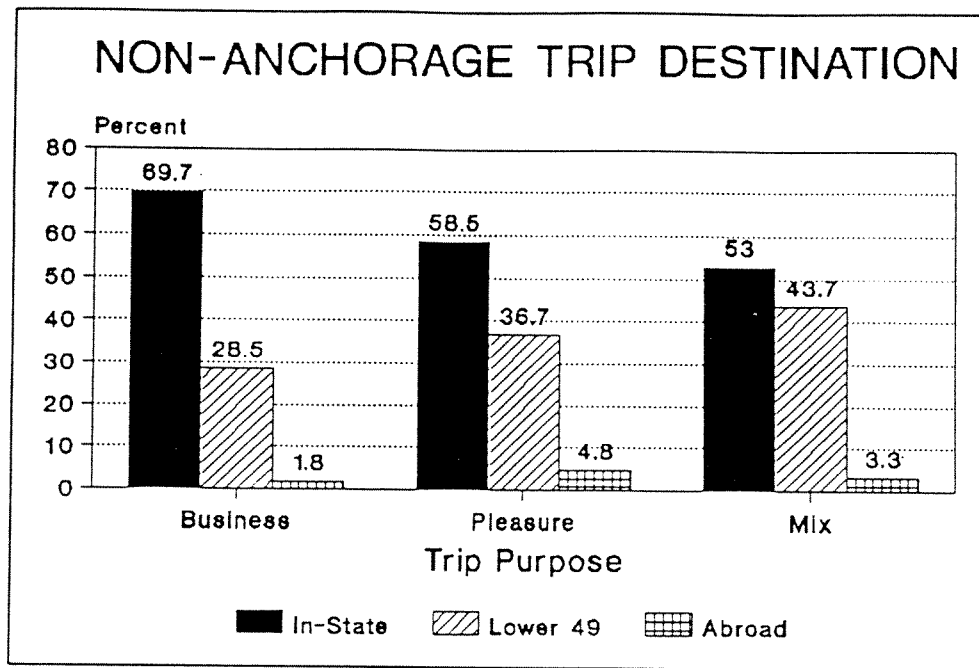
Washington.....	12.1%
California.....	3.7%
Utah.....	2.6%
Fairbanks.....	12.9%
Juneau.....	7.3%
Prudhoe Bay.....	6.9%
Valdez.....	3.2%
Dutch Harbor.....	2.9%
Bethel.....	2.7%
Kotzebue.....	2.5%

The top ten individual, Non-Anchorage, pleasure destinations are as follows:

PLEASURE DESTINATIONS

Washington.....	9.3%
California.....	6.1%
Oregon.....	3.3%
Fairbanks.....	8.9%
Valdez.....	5.4%
Glennallen.....	3.7%
Homer.....	3.6%
Seward.....	3.0%
Denali.....	2.1%
Nome.....	2.0%

The distribution of non-Anchorage trip destinations by trip purpose was as follows.



Business travellers, not surprisingly, are more regular trippers. More than half, 51.5%, of business trips are made by members of households that made 11+ Non-Anchorage trips during the year, compared to only 25.1% of pleasure trips.

NUMBER OF ANCHORAGE OVERNIGHT TRIPS (Pages 98 - 105)

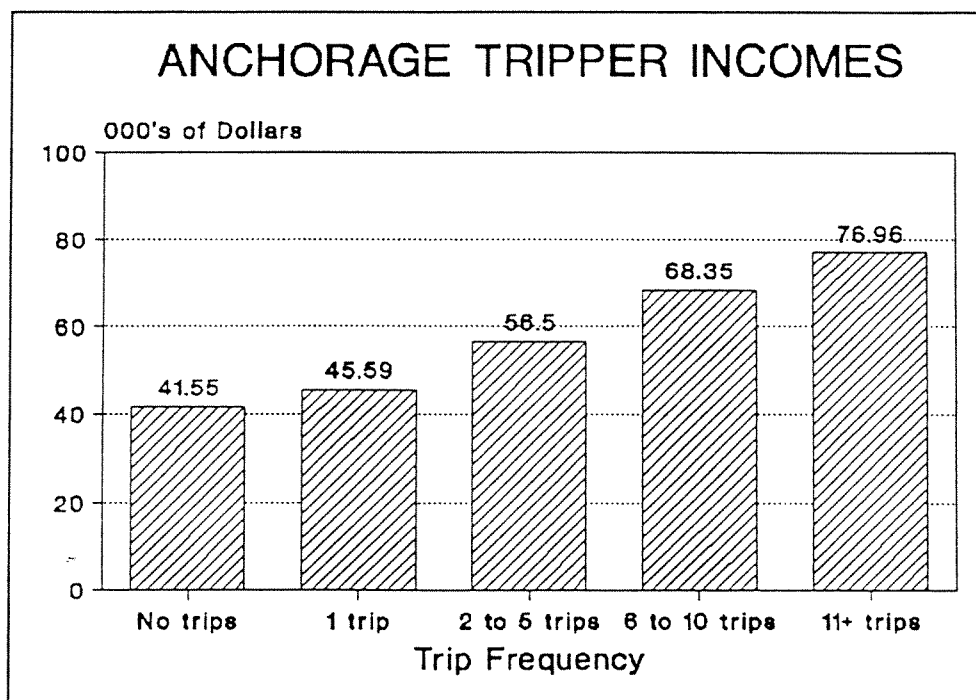
It is interesting to study the crosstab between the number of Anchorage overnight trips and the activities participated in while in Anchorage, with particular attention focussed on the 1 trip column. These are essentially the probabilities that these activities were participated in on that one trip. Obviously, the more trips that are made, the more likely certain activities are to be participated in, so the other columns are somewhat trivial. 82.7% of one-trippers dined out on that trip. 67.4% shopped downtown, 61.2% shopped elsewhere, 42.5% went sightseeing and 24.0% attended medical appointments.

With regards the things respondents would like to see Anchorage provide that would make them visit more, those with fewer or no trips at all to Anchorage are more likely to mention Lower Air Fares/Transportation, suggesting it as a causal explanation of their low frequency visiting.

The rating of Anchorage as a destination is worst among those who did not visit during the year in question. These respondents rated Anchorage 60.7% good, 12.0% poor, with 20.1% saying they'd never been to Anchorage. The sizable middle group, those who had made two to five trips, rated Anchorage 90.5% good, 4.2% poor. The six to ten trip group rated Anchorage even better but are a much smaller group.

The education level of the respondent increases with increasing trip activity. The no-trippers are 42.8% high school or less and only 10.2% post-college, while the heavy trippers, those with 11+ trips, are 34.4% post-college and only 16.1% high school or less. Mean years of education are 13.62 years for no-trippers rising steadily to 15.43 years for the 11+ trippers.

Income is the other significant demographic. Mean household income for the no-trippers is \$41,550, rising steadily to \$76,960 for the 11+ trippers.



NUMBER OF OVERNIGHT ANCHORAGE CONVENTION TRIPS (Pages 106 - 113)

Those respondents with at least one convention trip behind them in the last year are considerably more likely to have participated in all tested activities. This is not surprising when you consider that the mean number of Anchorage trips in the last year for the two groups is 2.63 for the non-convention trippers and 7.28 for the convention trippers, a difference of 4.65 trips. The mean number of convention trips for the convention tripper group is 2.05, which does not account entirely for this difference. We can therefore conclude that either those that are attracted to conventions are already those that travel to Anchorage more often, or the act of going to conventions causes them to travel to Anchorage more often than they would have. Reality is undoubtedly a mixture of both causal relationships.

Convention trippers are heavily Rural in origin, comprising 31.9% of the tripper group. Kenai Peninsula is also high. Southeast and Fairbanks are relatively "untapped" areas in this regard, together comprising only 30.4% of convention trippers despite forming 44.6% of the sample population.

43.2% of the non-convention tripper group made no trips to Anchorage at all. Only 10.0% made six or more trips. In comparison, only 12.4% of the convention tripper group made just that one trip and 37.5% made six or more trips.

Convention trippers are more likely to enjoy Eating out/Dining, mentioning it with 20.8% of their responses, compared to 15.7% for the non-convention tripper group. They are also more likely to enjoy Theater/Movies, 11.1% to 5.8%.

The convention trippers' rating of Anchorage is 92.3% good, 4.0% poor, considerably better than the 76.2% good, 8.3% poor rating from the non-convention trippers.

Demographically, convention trippers are more educated, 14.99 years to 13.70 years. They have a larger mean household size, 3.48 to 3.06, more children, 1.35 to 1.07, and a considerably higher household income, \$66,380 to \$48,470. 70.9% of convention tripper respondents were married. Professionals/Doctors/Lawyers were the most prolific convention trip group, comprising 24.5% of the tripper group. By family status, mature families are the most likely to travel to Anchorage conventions, comprising 32.0% of the tripper sample.

NUMBER OF NON-ANCHORAGE OVERNIGHT TRIPS (Pages 114 - 121)

There is a general relationship between non-Anchorage trips and Anchorage trips in the sense that heavy non-Anchorage trippers tend also to travel more often to Anchorage, and vice versa. Many of the results in this section are as a result of this phenomenon, and are thus not of much interest.

Demographically, there are similar trends in this section as with both the Anchorage trips and Anchorage convention trips. Heavy non-Anchorage trippers are more educated, 13.09 years for the non-trippers up to 15.02 years for the 11+ trippers. Income shows a similar upward trend, from a mean \$39,770 for the non-trippers up to \$77,700 for the 11+ trippers.

Heavy non-Anchorage trippers are more likely to be married, over 74.0% for those households with six to ten trips and for those with eleven or more trips. Again, mature families are the most prone to heavy non-Anchorage trip rates.

ANCHORAGE'S DESTINATION RATING (Pages 122 - 129)

Those that rate Anchorage well as a destination have higher participation rates for activities in Anchorage. Again we have to consider the mean number of visits for each rating group before placing too much weight on results.

In this instance, the poor group is the only group with substantially different visiting habits. The poors have a mean visiting frequency of 2.03 trips. The neutrals, somewhat goods and very goods, on the other hand, average 4.30, 4.05 and 4.45 trips, i.e. showing little variance between the groups. Thus, any increases in activity participation between rating groups is probably significant, particularly between the somewhat goods and very goods. Between these two groups, there are higher participations by the very goods in ten out of the twelve activities; suggesting that, in all probability, the participation results in a more favorable impression of Anchorage.

Those respondents that have visited Anchorage at least once in the last year and said they participated in two or fewer of the twelve activities rated Anchorage 81.0% good, 14.5% poor. Those that said they had participated in three or more of the activities rated Anchorage 91.2% good, 3.4% poor.

Also, those respondents that have visited Anchorage specifically to attend Fur Rondy, the Iditarod, the Shootout and PAC events rate Anchorage more positively. Of those that rate Anchorage very well, 39.6% have visited Anchorage before specifically to attend Fur Rondy, 22.0% have visited for the Iditarod, 11.1% have visited for the Shootout and 26.3% have visited for PAC events, all figures that are substantially higher than the overall.

Put the other way round, we see that those respondents who have visited Anchorage for each of the four events rate Anchorage as follows:

EVENT	POSITIVE	NEGATIVE
Fur Rondy.....	90.8%.....	5.5%
Iditarod.....	90.8%.....	5.5%
Shootout.....	91.3%.....	5.9%
PAC events.....	90.5%.....	5.1%
Overall.....	86.0%.....	7.7%

These ratings, incidentally, do not include the 6.7% of the population who have never visited Anchorage.

Creating a new variable that combines the information from the four events we notice a more pronounced trend. The following variable defines the number of events, of the four, that the respondent has visited Anchorage specifically to attend.

NUMBER OF EVENTS	PERCENT
No events.....	56.9%
One event.....	21.3%
Two events.....	14.0%
Three events.....	6.2%
All four events.....	1.7%

The respondents that fall into each of these four groups rate Anchorage as follows:

NUMBER OF EVENTS	POSITIVE	NEGATIVE
No events.....	83.5%.....	8.7%
One event.....	86.4%.....	8.0%
Two events.....	88.3%.....	7.2%
Three events.....	96.3%.....	1.8%
All four events.....	100.0%.....	0.0%
Overall.....	86.0%.....	7.7%

The trend is clear and continuous. The more often a respondent visits Anchorage specifically to attend one of these four events, and the more events they attend, the more positive they are likely to be in their views towards Anchorage as a destination.

The crosstab on Page 122 between the Anchorage rating and the number of Anchorage overnight trips appears to contain an error, but, in fact, does not. It appears a contradiction that 2.8% of those that have never been to Anchorage made one overnight trip to Anchorage in the last year. This is explained by the fact that the Anchorage rating is data specific to the individual being interviewed, i.e. the respondent, while the number of trips is data

specific to the household. The two cases that comprise the 2.8% are both cases where the respondent had never visited Anchorage but there was another individual in the household who had made one visit.

The next table illustrates, again, the relationship between the number of convention trips and the Anchorage rating. 30.8% of the very goods had made at least one convention trip, compared to 27.0% of the somewhat goods, 15.8% of the neutrals and 13.7% of the poors.

What Anchorage could provide to make it more likely for a respondent to visit shows some interesting relationships with the Anchorage rating, particularly among the negative reasons. Improve traffic/Congestion/Safer drivers comprised 15.2% of the responses from those that rated Anchorage poorly, yet only 1.7% of responses from the very good group. Similarly, Better crime prevention comprised 10.0% of the poor group, but did not register at all among the very goods. Fewer tourists comprised 9.3% of the poor group, but only 1.0% of the very goods. These results suggest that perhaps these factors are reasons for the poor rating.

Demographically, those that rate Anchorage poorly or neutral have considerably more Alaska residency than the positive groups. 40.9% of the poor group is pre-1967, with only 6.4% 1984-1993. The mean for the poor group is 27.00 years. The means for the somewhat goods and very goods are 21.15 and 21.63 respectively. Education varies significantly only in that the neutrals and the never visited groups have substantially less education. Household size is 3.24 for both the good groups and under 3.00 for all others. Income is highest for the good groups. The very goods average \$56,260 in household income, \$53,620 for the somewhat goods, \$52,000 for the neutrals and \$49,340 for the poors. Those that had never been to Anchorage averaged the lowest income at \$37,100.

SECTION I:

QUESTIONNAIRE AND FREQUENCIES:

TRAVEL AND GENERAL DEMOGRAPHICS,
BEHAVIORS AND PERCEPTIONS

ALASKA PUBLIC OPINION RESEARCH SURVEY

September 17, 1993

HELLENTHAL AND ASSOCIATES
2200 Vanderbilt Circle
Anchorage, Alaska 99508
(907) 278-6777 or 277-2315

Hello, I am _____ from Hellenenthal and Associates. We are conducting a state-wide public opinion research survey for the Anchorage Convention and Visitor's Bureau. May I speak to the person in your household who does the most travelling away from your community. (IF THEY ARE NOT IN, RECORD DETAILS AND TERMINATE...)

Your telephone number was randomly selected. The questions I need to ask will take about 10 or 15 minutes. All of your responses will be completely confidential. (PAUSE AND PROCEED)

S1. Is this telephone number _____?

S2. Is this a residential telephone?

S3. Are you 18 years or older?

1A. How many times during the past year, that is from September 1992 to August 1993, have you or has any member of your household travelled to Anchorage - including Eagle River, Eklutna, Girdwood and Portage - where you stayed overnight for one night or more?

	FREQUENCY	PERCENT
No trips.....	400.....	32.5%
1 trip.....	203.....	16.5%
2-5 trips.....	422.....	34.3%
6-10 trips.....	104.....	8.5%
11+ trips.....	102.....	8.3%
(Mean = 3.790 trips)		
(Median = 1.083 trips)		

I would now like you to recall each trip so that I can ask you some simple questions about each. Remember that you must have stayed overnight in Anchorage for the trips to count. Starting in September 1992 and working forward to the first trip...

(Note: A total of 4,669 Anchorage overnight trips were recorded with respondents in these 1,232 households)

1B. What month was the trip made in?

	FREQUENCY	PERCENT
JANUARY.....	348.....	7.5%
FEBRUARY.....	361.....	7.7%
MARCH.....	397.....	8.5%
APRIL.....	335.....	7.2%
MAY.....	383.....	8.2%
JUNE.....	427.....	9.1%
JULY.....	427.....	9.1%
AUGUST.....	430.....	9.2%
SEPTEMBER.....	401.....	8.6%
OCTOBER.....	377.....	8.1%
NOVEMBER.....	406.....	8.7%
DECEMBER.....	377.....	8.1%

THE FOLLOWING VARIABLE WAS CALCULATED FROM THE MONTH VARIABLE...

SEASON	FREQUENCY	PERCENT
FALL.....	1562.....	33.4%
WINTER.....	1106.....	23.7%
SPRING.....	718.....	15.4%
SUMMER.....	1284.....	27.5%

1C. What was the primary purpose of the trip, business, pleasure, or a mix?

	FREQUENCY	PERCENT
BUSINESS.....	2078.....	44.5%
PLEASURE.....	1518.....	32.5%
A MIX.....	1073.....	23.0%

1D. What mode of transportation did you use to travel to Anchorage?

	FREQUENCY	PERCENT
CAR/TRUCK/VAN.....	2645.....	56.6%
AIR.....	2013.....	43.1%
OTHER.....	11.....	0.2%

1E. How many people from your household, including yourself, were in your travelling party on this trip?

	FREQUENCY	PERCENT
ONE.....	2609.....	55.9%
TWO.....	1288.....	27.6%
THREE OR MORE.....	772.....	16.5%

(Mean = 1.748)

1F. How many nights did you spend in Anchorage?

	FREQUENCY	PERCENT
1 NIGHT.....	1919.....	41.1%
2-3 NIGHTS.....	1922.....	41.2%
4+ NIGHTS.....	829.....	17.7%
(Mean = 2.594 nights)		

1G. Of these ___ nights you and your family spent in Anchorage on this trip, how many were spent in hotels, motels or bed and breakfasts?

	FREQUENCY	PERCENT
NONE.....	2392.....	51.2%
1 NIGHT.....	1019.....	21.8%
2-3 NIGHTS.....	893.....	19.1%
4+ NIGHTS.....	366.....	7.8%
(Mean = 1.104 nights)		

1H. Excluding transportation expenses but including hotels, meals, gifts, car rentals and all other purchases, approximately how much do you estimate you and your family spent in Anchorage on this trip?

	FREQUENCY	PERCENT
\$100 OR LESS.....	1480.....	31.7%
\$101-\$250.....	1077.....	23.1%
\$251-\$500.....	1333.....	28.5%
\$501 OR MORE.....	780.....	16.7%
(Mean = \$429)		

1I. On this trip, was Anchorage your primary destination, or were you in Anchorage on your way to somewhere else?

	FREQUENCY	PERCENT
PRIMARY TRIP.....	4159.....	89.1%
SECONDARY TRIP.....	510.....	10.9%

1J. (IF ANCHORAGE IS NOT THE PRIMARY DESTINATION...) What was your primary destination for this trip?

IN ALASKA	FREQUENCY	PERCENT
Big Lake.....	35.....	6.8%
Kodiak.....	31.....	6.0%
Wasilla.....	31.....	6.0%
Red Dog.....	29.....	5.7%
Kenai.....	28.....	5.5%
Valdez.....	23.....	4.6%
Homer.....	21.....	4.0%
Fairbanks.....	19.....	3.7%
Palmer.....	13.....	2.6%
Kotzebue.....	8.....	1.7%
Juneau.....	7.....	1.5%
Seward.....	6.....	1.3%
Denali.....	6.....	1.2%
Attu.....	5.....	1.1%
Hooper Bay.....	5.....	1.0%
King Salmon.....	5.....	1.0%
Soldotna.....	5.....	1.0%
Dutch Harbor.....	5.....	1.0%
Drift River.....	5.....	1.0%
Prudhoe Bay.....	5.....	0.9%
Bethel.....	5.....	0.9%
Trading Bay.....	5.....	0.9%
Nome.....	4.....	0.8%
Whittier.....	3.....	0.6%
Skagway.....	3.....	0.5%
Nenana.....	2.....	0.4%
Cordova.....	2.....	0.4%
Petersburg.....	1.....	0.3%
Chignik Lake.....	1.....	0.3%
Kaktovik.....	1.....	0.3%
Tok.....	1.....	0.3%
Point Hope.....	1.....	0.3%
Ninilchik.....	1.....	0.2%
Alakanuk.....	1.....	0.2%
St. Paul.....	1.....	0.2%
Savoonga.....	1.....	0.2%
Selawik.....	1.....	0.2%
Takotna.....	1.....	0.2%
Chitina.....	1.....	0.2%
Healy.....	1.....	0.2%
Haines.....	1.....	0.2%
Skwentna.....	1.....	0.1%
Brooks Range.....	0.....	0.0%
TOTAL.....	333.....	65.2%

LOWER 49	FREQUENCY	PERCENT
Washington.....	60.....	11.7%
California.....	21.....	4.1%
Colorado.....	11.....	2.2%
Arizona.....	10.....	2.0%
Hawaii.....	9.....	1.8%
Oregon.....	7.....	1.3%
Florida.....	5.....	1.1%
Texas.....	4.....	0.9%
Utah.....	4.....	0.7%
Wyoming.....	3.....	0.7%
Maine.....	3.....	0.5%
Nevada.....	3.....	0.5%
Idaho.....	3.....	0.5%
Montana.....	2.....	0.5%
Michigan.....	2.....	0.4%
Oklahoma.....	2.....	0.4%
Minnesota.....	2.....	0.3%
Missouri.....	1.....	0.3%
Washington DC.....	1.....	0.3%
New York.....	1.....	0.3%
Massachusetts.....	1.....	0.3%
Nebraska.....	1.....	0.2%
Ohio.....	1.....	0.2%
Wisconsin.....	1.....	0.2%
Arkansas.....	1.....	0.2%
Georgia.....	1.....	0.2%
Louisiana.....	0.....	0.1%
Virginia.....	0.....	0.0%
TOTAL.....	162.....	31.7%

ABROAD	FREQUENCY	PERCENT
Russia.....	3.....	0.5%
Mexico.....	3.....	0.5%
Sweden.....	2.....	0.4%
Africa.....	1.....	0.3%
Norway.....	1.....	0.3%
Germany.....	1.....	0.3%
Japan.....	1.....	0.3%
Canada.....	1.....	0.2%
India.....	1.....	0.2%
New Zealand.....	0.....	0.1%
Phillipines.....	0.....	0.1%
Indonesia.....	0.....	0.0%
TOTAL.....	16.....	3.1%

2. I am now going to read you a list of several activities which you may have participated in during visits to Anchorage during the last year. Please tell me by answering "YES" or "NO" if you participated in this activity during any one of your Anchorage trips during the last year where you stayed overnight in Anchorage. Have you participated in _____ (FILL IN ACTIVITY)?

ACTIVITY	YES	NO
Restaurants/Dining Out.....	91.5%	8.5%
Shopping Downtown.....	82.0%	18.0%
Mall shopping outside of downtown.....	74.8%	25.2%
Sightseeing.....	48.0%	52.0%
Medical appointments.....	39.0%	61.0%
Outdoor activities such as fishing, skiing or hiking.....	30.2%	69.8%
Nightclubs.....	28.9%	71.1%
Cultural events such as music concerts or plays.....	22.8%	77.2%
Special events, such as Fur Rondy.....	22.0%	78.0%
Museums.....	21.3%	78.7%
Sports events such as the Great Alaska Shootout.....	14.9%	85.1%
Organized tours, either walking or driving.....	5.9%	94.1%

3. During the last year, how many of your trips to Anchorage were for the purpose of attending a convention, trade fair, seminar or annual meeting?

	FREQUENCY	PERCENT
None.....	925	75.1%
One.....	169	13.7%
Two or more.....	138	11.2%

(Mean = 0.755 convention trips)

4A. How many times during the past year, that is from September 1992 to August 1993, have you or has any member of your household travelled more than 100 miles from your home and stayed overnight for one night or more at any location except Anchorage?

	FREQUENCY	PERCENT
No trips.....	359	29.2%
1 trip.....	248	20.1%
2-5 trips.....	416	33.7%
6-10 trips.....	131	10.6%
11+ trips.....	78	6.3%

(Mean = 3.250 trips)
(Median = 1.057 trips)

I would now like you to recall each trip so that I can ask you just three questions about each. Starting in September 1992 and working forward to the first non-Anchorage trip...

(Note: A total of 4,005 Anchorage overnight trips were recorded with respondents in the 1,232 households)

4B. What month was the (first/next) trip made in?

	FREQUENCY	PERCENT
JANUARY.....	265.....	6.6%
FEBRUARY.....	291.....	7.3%
MARCH.....	309.....	7.7%
APRIL.....	293.....	7.3%
MAY.....	337.....	8.4%
JUNE.....	444.....	11.1%
JULY.....	490.....	12.2%
AUGUST.....	457.....	11.4%
SEPTEMBER.....	290.....	7.2%
OCTOBER.....	275.....	6.9%
NOVEMBER.....	263.....	6.6%
DECEMBER.....	290.....	7.2%

THE FOLLOWING VARIABLE WAS CALCULATED FROM THE MONTH VARIABLE...

SEASON	FREQUENCY	PERCENT
FALL.....	1118.....	27.9%
WINTER.....	866.....	21.6%
SPRING.....	630.....	15.7%
SUMMER.....	1391.....	34.7%

4C. What was the primary purpose of the trip, business, pleasure, or a mix?

	FREQUENCY	PERCENT
BUSINESS.....	1735.....	43.3%
PLEASURE.....	1714.....	42.8%
A MIX.....	555.....	13.9%

4D. What was your primary destination for this trip?

IN ALASKA	FREQUENCY	PERCENT
Fairbanks.....	476.....	11.9%
Juneau.....	177.....	4.4%
Valdez.....	163.....	4.1%
Prudhoe Bay.....	121.....	3.0%
Homer.....	90.....	2.2%
Seward.....	89.....	2.2%
Bethel.....	80.....	2.0%
Nome.....	71.....	1.8%
Glennallen.....	67.....	1.7%
Kenai.....	61.....	1.5%
Ketchikan.....	57.....	1.4%
Dutch Harbor.....	53.....	1.3%
Wasilla.....	51.....	1.3%
Sitka.....	50.....	1.2%
Denali.....	47.....	1.2%
Kotzebue.....	46.....	1.1%
Kodiak.....	44.....	1.1%
Petersburg.....	43.....	1.1%
Palmer.....	41.....	1.0%
Barrow.....	34.....	0.9%

IN ALASKA	FREQUENCY	PERCENT
Delta Junction.....	33.....	0.8%
Soldotna.....	28.....	0.7%
Haines.....	28.....	0.7%
Circle.....	19.....	0.5%
Cantwell.....	19.....	0.5%
McCarthy.....	19.....	0.5%
Kiana.....	18.....	0.4%
Big Lake.....	18.....	0.4%
Wrangell.....	17.....	0.4%
Nikolski.....	16.....	0.4%
King Salmon.....	16.....	0.4%
Chena Hot Springs.....	15.....	0.4%
Chitina.....	15.....	0.4%
Bonny Lake.....	15.....	0.4%
Whittier.....	14.....	0.3%
Eagle.....	12.....	0.3%
Cold Bay.....	11.....	0.3%
Gulkana.....	11.....	0.3%
Hoonah.....	11.....	0.3%
Stony River.....	10.....	0.3%
Tok.....	10.....	0.2%
Manley Hot Springs.....	10.....	0.2%
Dillingham.....	10.....	0.2%
Skagway.....	10.....	0.2%
Paxson.....	9.....	0.2%
Deadhorse.....	9.....	0.2%
Summit Lake.....	9.....	0.2%
Angeon.....	9.....	0.2%
Talkeetna.....	8.....	0.2%
Emmonak.....	8.....	0.2%
Hooper Bay.....	8.....	0.2%
Healy.....	7.....	0.2%
Galena.....	7.....	0.2%
Bettles.....	7.....	0.2%
Coldfoot.....	6.....	0.1%
Tanana.....	5.....	0.1%
Naknek.....	5.....	0.1%
Dot Lake.....	5.....	0.1%
King Cove.....	5.....	0.1%
Yakutat.....	5.....	0.1%
Craig.....	5.....	0.1%
Shungnak.....	4.....	0.1%
Kipnuk.....	4.....	0.1%
Hope.....	4.....	0.1%
Nelson Lagoon.....	4.....	0.1%
Chevak.....	3.....	0.1%
Anaktuvuk Pass.....	3.....	0.1%
Moose Pass.....	3.....	0.1%
Eureka.....	3.....	0.1%
Cordova.....	3.....	0.1%
Nenana.....	3.....	0.1%
Koyukuk.....	3.....	0.1%
Pelican.....	3.....	0.1%
St. Paul.....	3.....	0.1%
Kaltag.....	3.....	0.1%
Thorne Bay.....	3.....	0.1%

IN ALASKA	FREQUENCY	PERCENT
St. Mary's.....	3.....	0.1%
False Pass.....	3.....	0.1%
Deep Creek.....	2.....	0.1%
Adak.....	2.....	0.1%
St. George.....	2.....	0.1%
Unalakleet.....	2.....	0.1%
Lake Louise.....	2.....	0.1%
Fort Greely.....	2.....	0.1%
Kake.....	2.....	0.1%
Sand Point.....	2.....	0.0%
Northway.....	2.....	0.0%
Tenakee Springs.....	2.....	0.0%
Harding Lake.....	1.....	0.0%
Pilot Station.....	1.....	0.0%
Sourdough.....	1.....	0.0%
Rampart.....	1.....	0.0%
Ruby.....	1.....	0.0%
Sheep Mountain.....	1.....	0.0%
Huslia.....	1.....	0.0%
Nulato.....	1.....	0.0%
Port Heiden.....	1.....	0.0%
Kokhanok.....	1.....	0.0%
Sutton.....	1.....	0.0%
Brevig Mission.....	1.....	0.0%
Teller.....	1.....	0.0%
Anderson.....	1.....	0.0%
Willow.....	1.....	0.0%
Gustavus.....	1.....	0.0%
Skwentna.....	1.....	0.0%
Toksook Bay.....	1.....	0.0%
Nightmute.....	1.....	0.0%
Mekoryuk.....	1.....	0.0%
Iliamna.....	1.....	0.0%
Egegik.....	1.....	0.0%
Ninilchik.....	1.....	0.0%
Nikiski.....	1.....	0.0%
Skilak Lake.....	1.....	0.0%
Wevok.....	1.....	0.0%
Wales.....	1.....	0.0%
Paimiut.....	1.....	0.0%
Utopia.....	1.....	0.0%
Atkasuk.....	1.....	0.0%
Point Lay.....	1.....	0.0%
Point Hope.....	1.....	0.0%
Nuiqsut.....	1.....	0.0%
Shaktolik.....	1.....	0.0%
Akiachak.....	1.....	0.0%
Akutan.....	1.....	0.0%
Kobuk.....	1.....	0.0%
Ambler.....	1.....	0.0%
Mountain Village.....	1.....	0.0%
Kivalina.....	1.....	0.0%
Port Lions.....	0.....	0.0%
St Matthew's Island.....	0.....	0.0%
Naknek.....	0.....	0.0%
TOTAL.....	2489.....	62.2%

LOWER 49	FREQUENCY	PERCENT
Washington.....	488.....	12.2%
California.....	190.....	4.7%
Oregon.....	101.....	2.5%
Utah.....	54.....	1.3%
Arizona.....	44.....	1.1%
Nevada.....	43.....	1.1%
Hawaii.....	39.....	1.0%
Montana.....	34.....	0.9%
Florida.....	32.....	0.8%
Colorado.....	27.....	0.7%
Idaho.....	26.....	0.7%
Minnesota.....	26.....	0.6%
Michigan.....	25.....	0.6%
Texas.....	19.....	0.5%
Illinois.....	17.....	0.4%
Oklahoma.....	16.....	0.4%
Ohio.....	15.....	0.4%
New York.....	14.....	0.3%
Massachusetts.....	13.....	0.3%
Virginia.....	13.....	0.3%
Pennsylvania.....	12.....	0.3%
Georgia.....	11.....	0.3%
Iowa.....	10.....	0.2%
South Dakota.....	9.....	0.2%
New Mexico.....	9.....	0.2%
Kansas.....	9.....	0.2%
Wisconsin.....	9.....	0.2%
Maine.....	8.....	0.2%
Louisiana.....	8.....	0.2%
North Carolina.....	8.....	0.2%
Missouri.....	8.....	0.2%
Arkansas.....	7.....	0.2%
Wyoming.....	5.....	0.1%
Mississippi.....	4.....	0.1%
Alabama.....	4.....	0.1%
Kentucky.....	4.....	0.1%
Maryland.....	4.....	0.1%
Rhode Island.....	3.....	0.1%
South Carolina.....	3.....	0.1%
North Dakota.....	3.....	0.1%
Washington DC.....	3.....	0.1%
Nebraska.....	2.....	0.1%
Indiana.....	2.....	0.1%
Tennessee.....	1.....	0.0%
New Hampshire.....	1.....	0.0%
Vermont.....	1.....	0.0%
New Jersey.....	0.....	0.0%
TOTAL.....	1385.....	34.5%

ABROAD	FREQUENCY	PERCENT
Canada.....	50.....	1.3%
Mexico.....	25.....	0.6%
Phillipines.....	9.....	0.2%
Japan.....	7.....	0.2%
Korea.....	5.....	0.1%
England.....	5.....	0.1%
Russia.....	4.....	0.1%
Australia.....	4.....	0.1%
Costa Rica.....	2.....	0.1%
Brazil.....	2.....	0.0%
Germany.....	2.....	0.0%
Bahamas.....	2.....	0.0%
Greenland.....	1.....	0.0%
Puerto Rico.....	1.....	0.0%
Norway.....	1.....	0.0%
New Zealand.....	1.....	0.0%
Belize.....	1.....	0.0%
Honduras.....	1.....	0.0%
Guam.....	1.....	0.0%
Panama.....	1.....	0.0%
Africa.....	1.....	0.0%
Guatemala.....	1.....	0.0%
France.....	1.....	0.0%
TOTAL.....	130.....	3.3%

The non-Anchorage trip destinations within Alaska were recoded into Alaska borough regions. All 25 were visited on at least one overnight trip.

IN ALASKA	FREQUENCY	PERCENT
Fairbanks North Star..	492.....	12.3%
Valdez-Cordova.....	302.....	7.6%
Kenai Peninsula.....	290.....	7.2%
North Slope.....	177.....	4.4%
Juneau.....	177.....	4.4%
Matanuska-Susitna.....	140.....	3.5%
Bethel.....	98.....	2.4%
Nome.....	78.....	2.0%
Aleutians West.....	76.....	1.9%
Denali.....	74.....	1.9%
Yukon-Koyukuk.....	72.....	1.8%
Northwest Arctic.....	71.....	1.8%
Southeast Fairbanks....	64.....	1.6%
Wrangell-Petersburg....	63.....	1.6%
Ketchikan.....	57.....	1.4%
Sitka.....	50.....	1.2%
Kodiak.....	45.....	1.1%
Skagway-Yakutat-Angoon.	41.....	1.0%
Haines.....	28.....	0.7%
Wade Hampton.....	26.....	0.7%
Aleutians East.....	25.....	0.6%
Bristol Bay.....	21.....	0.5%
Dillingham.....	10.....	0.2%
Prince of Wales/ Outer Ketchikan.....	8.....	0.2%
Lake & Peninsula.....	4.....	0.1%

With the exceptions of Washington, California, Oregon and Hawaii, all of which were left untouched, the non-Anchorage trip destinations in the Lower 49 were recoded into state groupings as follows:

Southwest:	Arizona, New Mexico, Nevada, Utah, Colorado
Northern Rockies:	Montana, Idaho, Wyoming
Midwest:	North Dakota, South Dakota, Nebraska, Kansas, Indiana, Iowa, Minnesota, Wisconsin, Illinois, Ohio, Michigan
South:	Texas, Louisiana, Alabama, Arkansas, Oklahoma, Tennessee, Mississippi, Missouri, Kentucky
Atlantic Seaboard:	Florida, Georgia, South Carolina, North Carolina, Virginia, Maryland, Washington DC
Northeast:	Pennsylvania, New Jersey, New York, Rhode Island, Maine, New Hampshire, Vermont, Massachusetts, Connecticut, West Virginia

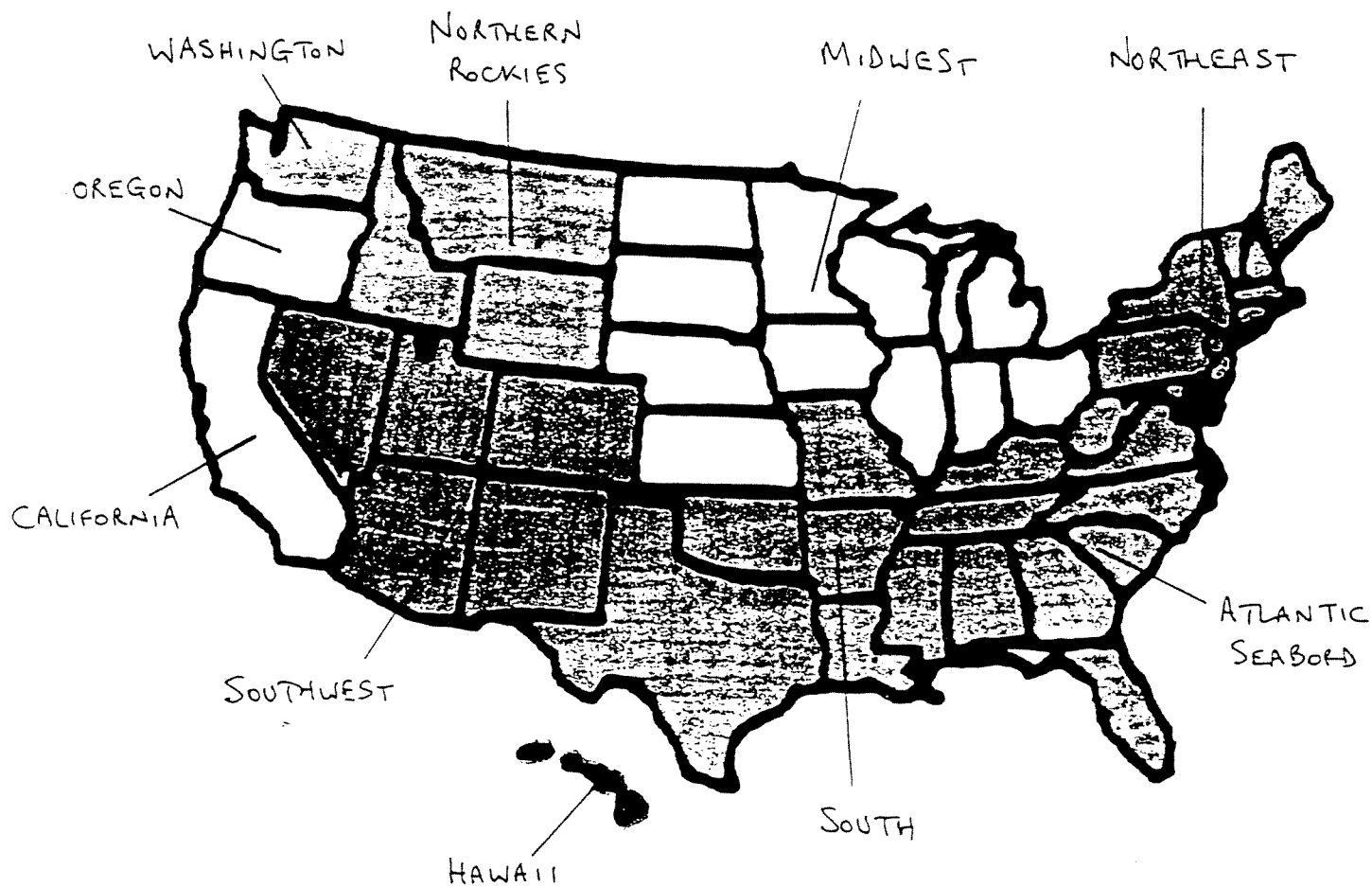
LOWER 49	FREQUENCY	PERCENT
Washington State.....	488.....	12.2%
California.....	190.....	4.7%
Oregon.....	101.....	2.5%
Hawaii.....	39.....	1.0%
Southwest.....	177.....	4.4%
Midwest.....	127.....	3.2%
Atlantic Seaboard.....	74.....	1.8%
South.....	71.....	1.8%
Northern Rockies.....	65.....	1.6%
Northeast.....	54.....	1.3%

The non-Anchorage trip destinations overseas were recoded into continents.

ABROAD	FREQUENCY	PERCENT
Canada/Greenland.....	52.....	1.3%
Mexico.....	25.....	0.6%
Asia.....	26.....	0.7%
Central/South America..	12.....	0.3%
Europe.....	9.....	0.2%
Oceania.....	5.....	0.1%
Africa.....	1.....	0.0%

(RETURN TO QUESTION 4B AND REPEAT TO A MAXIMUM OF FIFTEEN TRIPS...)

LOWER 49 AREAS



5. What three activities do you enjoy most while in Anchorage?

Note: 83 respondents had never been to Anchorage. The 1,149 remaining respondents gave the following 3,447 responses.

	FREQUENCY	PERCENT
Shopping.....	784	21.2%
Eating Out/Dining.....	476	12.9%
Visiting Friends/Relatives.....	260	7.0%
Theater/Movies.....	202	5.5%
Sightseeing.....	165	4.5%
Nightlife/Nightclubs/Dancing.....	82	2.2%
Skiing.....	65	1.8%
Concerts/Music.....	43	1.2%
Sports/Sporting Events.....	42	1.1%
Museums.....	40	1.1%
Fishing.....	35	1.0%
PAC/Cultural Events.....	33	0.9%
Hiking/Walking.....	30	0.8%
Driving.....	25	0.7%
Bingo.....	22	0.6%
Zoo.....	20	0.6%
Fur Rondy.....	15	0.4%
Conventions/Seminars/Business Meetings.....	14	0.4%
Hockey.....	13	0.4%
Parks/Outdoor Activities.....	12	0.3%
Relax/Recreation.....	11	0.3%
Church.....	10	0.3%
Biking/Bike Trails.....	10	0.3%
Golf.....	10	0.3%
Library.....	8	0.2%
Imaginarium.....	7	0.2%
Arts/Crafts.....	7	0.2%
Swimming/Water Sports.....	7	0.2%
Parks.....	6	0.2%
Bowling.....	6	0.2%
School/Educational Events.....	6	0.2%
Staying in Hotel.....	6	0.2%
Iditarod.....	5	0.1%
Fairs/Renaissance Fair.....	5	0.1%
Dog Races.....	3	0.1%
Running/Jogging.....	3	0.1%
Haircut/Beauty Salon.....	3	0.1%
Basketball.....	3	0.1%
Special Events.....	3	0.1%
Billiards/Pool.....	2	0.1%
Gun Shows.....	2	0.1%
Bookstore.....	2	0.1%
Baseball.....	2	0.1%

	FREQUENCY	PERCENT
Horse Shows/Horseriding.....	2.....	0.1%
Arcades.....	2.....	0.1%
Children's Events.....	2.....	0.0%
Boating/Boat Shows.....	2.....	0.0%
Train Ride.....	2.....	0.0%
Room Service.....	1.....	0.0%
Volleyball.....	1.....	0.0%
Elevator Rides.....	1.....	0.0%
Dog Mushing.....	1.....	0.0%
Auctions.....	1.....	0.0%
Gun Shows.....	1.....	0.0%
Art Galleries.....	1.....	0.0%
Tennis.....	1.....	0.0%
Roller Skating.....	1.....	0.0%
Flying.....	1.....	0.0%
Whirlyball.....	1.....	0.0%
Visiting Portage.....	1.....	0.0%
Being away from home.....	1.....	0.0%
Real Estate.....	1.....	0.0%
Birdwatching.....	1.....	0.0%
Sullivan Events.....	1.....	0.0%
Senior Center.....	1.....	0.0%
Hunting.....	0.....	0.0%
Massages.....	0.....	0.0%
Great Alaskan Experience.....	0.....	0.0%
High School Basketball.....	0.....	0.0%
Comedy Shows.....	0.....	0.0%
Dog Shows.....	0.....	0.0%
Don't Know.....	911.....	24.6%

6. (IF THEY HAVE BEEN TO ANCHORAGE BEFORE...) I am going to read you a list of special events that take place in Anchorage. Please tell me whether you have ever visited Anchorage specifically to attend these events. Have you ever visited Anchorage specifically to attend... (FILL IN EVENT)?

	YES	NO
Fur Rondy.....	30.7%.....	69.3%
Concerts or plays at the PAC.....	19.5%.....	80.5%
The Start of the Iditarod.....	16.1%.....	83.9%
The Great Alaska Shootout.....	8.3%.....	91.7%

7. (IF THEY HAVE BEEN TO ANCHORAGE BEFORE...) How do you usually make your travel plans to travel to or stay overnight in Anchorage? Do you usually make travel plans...

	FREQUENCY	PERCENT
In person or over the telephone through a local travel agency.....	289	23.4%
Over the telephone direct with the airlines.....	215	17.4%
In person at your local airport ticket counter.....	85	6.9%
Friend or associate usually makes arrangements.....	58	4.7%
Over the telephone with an Anchorage travel agency.....	32	2.6%
Always drive.....	244	19.8%
Self-arranged.....	228	18.5%
Never been to Anchorage.....	83	6.7%

8. (IF THEY HAVE BEEN TO ANCHORAGE BEFORE...) Overall, how would you rate the Anchorage area as a place to visit? Would you say your impression of Anchorage is very good, somewhat good, somewhat poor or very poor? (IF GOOD OR POOR SAY, "Is that very good/poor or just somewhat good/poor?")

	FREQUENCY	PERCENT
VERY GOOD.....	431	37.5%
SOMEWHAT GOOD.....	557	48.5%
NEUTRAL.....	73	6.3%
SOMEWHAT POOR.....	66	5.7%
VERY POOR.....	23	2.0%
(Mean = 3.138)		

9. What activities, services or events do you think Anchorage could provide that it doesn't currently provide that would make you and your family visit Anchorage more often?

Note: A total of 572 responses were recorded for this question.

	FREQUENCY	PERCENT
More Concerts/Theaters/Plays/ Cultural events.....	91	2.5%
Lower Air Fares/Transportation.....	69	1.9%
Weekend Packages/Getaways/ Cheaper hotels.....	30	0.8%
More Sporting Events.....	26	0.7%
Better Mass Transit/Buses.....	24	0.7%
Improve Traffic/Congestion/ Safer drivers.....	24	0.6%
Shopping/More Stores/24-hour stores/Mega-Mall.....	23	0.6%
Amusement Park.....	20	0.5%
Pro Baseball Team.....	19	0.5%

FREQUENCY

PERCENT

More Children's Activities/		
Family Activities.....	18.....	0.5%
Olympics.....	15.....	0.4%
Fewer Tourists.....	11.....	0.3%
Safer Downtown/Clean up 4th Ave/		
Close liquor stores.....	11.....	0.3%
Skiing.....	10.....	0.3%
Better parking/PAC Parking/		
Overnight parking.....	10.....	0.3%
Better Crime Prevention.....	10.....	0.3%
More Advertising about Events.....	8.....	0.2%
Better Bike Trails.....	7.....	0.2%
More Arts & Crafts/Art shows.....	7.....	0.2%
Cheaper shopping/better prices.....	7.....	0.2%
Better Restaurants.....	6.....	0.2%
Improve roads.....	6.....	0.2%
More Seminars/Educators.....	6.....	0.2%
Airport Bus Shuttle.....	6.....	0.1%
Housing/Places to Stay/More hotels.....	5.....	0.1%
More museums/Better hours.....	5.....	0.1%
Deep Water Fishing.....	5.....	0.1%
Historical Visitors's Center.....	4.....	0.1%
More Campgrounds/RV Parks.....	4.....	0.1%
Extend State Fair/County Fair/		
Farmer's Market.....	4.....	0.1%
Native non-drinking Activities/Events..	3.....	0.1%
Food Fairs.....	3.....	0.1%
Nascar Event/More racetracks.....	3.....	0.1%
Football.....	3.....	0.1%
Country Western concerts.....	3.....	0.1%
Trade Fairs/Swap meets.....	3.....	0.1%
Outdoor Sports.....	2.....	0.1%
Cheaper/Safer Taxicabs.....	2.....	0.1%
More Jobs.....	2.....	0.1%
Improve Zoo.....	2.....	0.1%
More swimming pools.....	2.....	0.1%
Develop Tourism around Boat		
Harbor/Oceanfront.....	2.....	0.1%
More nightclubs.....	2.....	0.1%
More comedy shows.....	2.....	0.1%
Ferry Service to Anchorage.....	2.....	0.0%
Better hunting.....	2.....	0.0%
More bingo halls.....	1.....	0.0%
Fashion shows.....	1.....	0.0%
Medical Conventions.....	1.....	0.0%
Publicize Lake Hood Museum.....	1.....	0.0%
Move State capital to Anchorage area..	1.....	0.0%
Open up moose hunting.....	1.....	0.0%
Better archery facilities.....	1.....	0.0%
More rodeos.....	1.....	0.0%
Parades.....	1.....	0.0%
Extend Fur Rondy.....	1.....	0.0%
Discount Coupons.....	1.....	0.0%
Go Cart Racing.....	1.....	0.0%
Lottery.....	1.....	0.0%
More Golf Courses.....	1.....	0.0%

	FREQUENCY	PERCENT
Non-alcoholic senior dances.....	1.....	0.0%
Cheaper prices at PAC.....	1.....	0.0%
Horse races.....	1.....	0.0%
Physician's Referral Service.....	1.....	0.0%
Better landscaping.....	1.....	0.0%
More Native Food Restaurants.....	1.....	0.0%
Teen Center for Natives.....	1.....	0.0%
More horse shows.....	1.....	0.0%
More dog mushing.....	1.....	0.0%
New Native Hospital.....	1.....	0.0%
Bicycle Races.....	1.....	0.0%
Kenai-Anchorage bridge.....	1.....	0.0%
Motorized handicapped shopping carts...	1.....	0.0%
Large Screen Theater.....	1.....	0.0%
Boat Shows.....	1.....	0.0%
Wave machine.....	1.....	0.0%
Equal Funding for Arts.....	1.....	0.0%
Hair Shows.....	1.....	0.0%
Drag Races.....	1.....	0.0%
MatSu-Anchorage Bridge.....	1.....	0.0%
Religious Events.....	1.....	0.0%
Air Shows.....	1.....	0.0%
Water Sports.....	1.....	0.0%
More Toy Stores.....	0.....	0.0%
Skydiving.....	0.....	0.0%
More Hockey.....	0.....	0.0%
Classic Car Auctions.....	0.....	0.0%
Train to Alyeska.....	0.....	0.0%
Enlarge Kid's Science Fair.....	0.....	0.0%
Casino.....	0.....	0.0%
More dog shows.....	0.....	0.0%
Don't Know.....	3124.....	84.5%

The last few questions are being collected purely for statistical purposes.

10. How many total years and months have you lived in Alaska?

	FREQUENCY	PERCENT
1984 to 1993.....	268.....	21.8%
1976 to 1983.....	268.....	21.7%
1967 to 1975.....	274.....	22.3%
Before 1967.....	422.....	34.2%
(Mean = 21.76 years)		
(Median = 19.08 years)		

11. How many total years of education have you completed?

	FREQUENCY	PERCENT
High school or less.....	437.....	35.4%
1-2 Years college.....	325.....	26.4%
3-4 Years college.....	279.....	22.7%
Post college.....	191.....	15.5%
(Mean = 14.02 years)		
(Median = 13.27 years)		

12A. How many total people, including children and adults, presently live in your household?

	FREQUENCY	PERCENT
One.....	182.....	14.8%
Two.....	364.....	29.5%
Three.....	207.....	16.8%
Four.....	221.....	18.0%
Five or more.....	258.....	20.9%
(Mean = 3.17)		
(Median = 2.34)		

12B. Of the people living in your household, how many are children or adolescents under 18 years old?

	FREQUENCY	PERCENT
None.....	599.....	48.6%
One.....	207.....	16.8%
Two.....	205.....	16.7%
Three or more.....	221.....	17.9%
(Mean = 1.143)		
(Households with Children mean = 2.226)		

13. In what year were you born?

	FREQUENCY	PERCENT
18-29.....	233.....	18.9%
30-34.....	174.....	14.1%
35-39.....	213.....	17.3%
40-49.....	305.....	24.8%
50 Plus.....	307.....	24.9%
(Mean = 41.91 years)		
(Median = 38.92 years)		

14. Are you married, separated, divorced, widowed, never married and living with another adult, or never married and living alone?

	FREQUENCY	PERCENT
MARRIED.....	785.....	63.7%
SEPARATED.....	27.....	2.2%
DIVORCED.....	135.....	10.9%
WIDOWED.....	49.....	3.9%
LIVE WITH OTHER ADULTS.....	138.....	11.2%
LIVE ALONE.....	99.....	8.0%

15. What industry or area of business does the principal or chief wage earner in your household work in? Is it....

	FREQUENCY	PERCENT
Local Government.....	60.....	4.9%
State Government.....	104.....	8.4%
Federal Government.....	56.....	4.5%
Military.....	50.....	4.0%
Oil & Gas.....	47.....	3.8%
Fishing/Timber/Mining.....	150.....	12.2%
Clerical/Retail/Sales.....	90.....	7.3%
Service.....	229.....	18.6%
Managers/Officials.....	54.....	4.4%
Professionals/Doctors/Lawyers.....	226.....	18.3%
Construction.....	125.....	10.1%
Student.....	10.....	0.8%
Retired.....	11.....	0.9%
Refused.....	21.....	1.7%

16A. Including only those living at home, what was your total household income for 1992 before taxes and other deductions were made? Please tell me the figure to the nearest thousand dollars.

	FREQUENCY	PERCENT
Under \$26,000.....	236.....	22.9%
\$26,000 to \$35,999.....	156.....	15.1%
\$36,000 to \$45,999.....	132.....	12.8%
\$46,000 to \$65,999.....	234.....	22.6%
\$66,000 or more.....	275.....	26.6%
(Mean = \$53,194)		
(Median = \$44,600)		

17. Gender.....

	FREQUENCY	PERCENT
MALE.....	300.....	50.0%
FEMALE.....	300.....	50.0%

THE FOLLOWING VARIABLES ARE CALCULATED USING THE CHILDREN, YEAR BORN, MARITAL AND GENDER VARIABLES

MARITAL BY GENDER	FREQUENCY	PERCENT
Married Males.....	393.....	31.9%
Married Females.....	393.....	31.9%
Single Males.....	223.....	18.1%
Single Females.....	223.....	18.1%

FAMILY STATUS	FREQUENCY	PERCENT
Young Single (18-37).....	131.....	10.6%
Adult Single (38+).....	168.....	13.6%
Single Parent.....	148.....	12.0%
Young Couple (18-37).....	82.....	6.6%
Mature Couple (38+).....	218.....	17.7%
Young Family (18-37).....	216.....	17.5%
Mature Family (38+).....	269.....	21.9%

THE FOLLOWING VARIABLE IS CALCULATED USING THE TELEPHONE PREFIX.

AREA OF ANCHORAGE	FREQUENCY	PERCENT
Southeast.....	290.....	23.5%
Kenai Peninsula.....	167.....	13.5%
Highways.....	214.....	17.4%
Fairbanks.....	260.....	21.1%
Kodiak.....	55.....	4.5%
Rural Alaska.....	247.....	20.0%

THIS COMPLETES THE SURVEY, THANK YOU FOR HELPING US -- GOODBYE

SECTION II:

AREAS OF ALASKA

(ANCHORAGE OVERNIGHT TRIPS)

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

AREAS OF ALASKA AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
ANCHORAGE TRIPS BY MONTH:							
January.....	8.6%	6.5%	7.7%	8.1%	7.7%	7.2%	7.5%
February.....	8.3%	7.7%	8.9%	5.5%	7.9%	7.8%	7.7%
March.....	6.5%	8.6%	8.3%	9.3%	8.0%	9.0%	8.5%
April.....	6.3%	8.1%	7.5%	6.8%	9.8%	5.8%	7.2%
May.....	6.5%	8.6%	7.3%	7.9%	6.3%	10.4%	8.2%
June.....	10.2%	9.7%	7.9%	11.8%	9.1%	7.3%	9.1%
July.....	10.4%	9.5%	7.6%	11.0%	8.5%	8.7%	9.1%
August.....	8.2%	8.4%	8.9%	11.4%	10.0%	9.1%	9.2%
September.....	7.3%	8.0%	9.8%	6.2%	8.7%	10.4%	8.6%
October.....	9.2%	7.6%	8.1%	7.7%	8.1%	8.4%	8.1%
November.....	10.3%	8.5%	9.7%	8.5%	7.6%	7.2%	8.7%
December.....	8.3%	8.8%	8.4%	5.8%	8.3%	8.7%	8.1%
ANCHORAGE TRIPS BY SEASON:							
Fall.....	35.0%	32.9%	36.0%	28.2%	32.7%	34.7%	33.4%
Winter.....	23.4%	22.8%	24.9%	22.9%	23.5%	24.0%	23.7%
Spring.....	12.8%	16.7%	14.9%	14.7%	16.1%	16.2%	15.4%
Summer.....	28.8%	27.6%	24.3%	34.2%	27.6%	25.1%	27.5%
ANCHORAGE TRIPS BY PURPOSE:							
Business.....	59.1%	37.4%	34.4%	55.4%	43.5%	50.4%	44.5%
Pleasure.....	24.7%	36.9%	37.4%	31.7%	38.0%	24.0%	32.5%
A Mix.....	16.2%	25.7%	28.2%	12.8%	18.5%	25.7%	23.0%
ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:							
Car/Truck.....	5.8%	84.1%	90.1%	57.5%	4.8%	11.1%	56.6%
Air.....	93.9%	15.7%	9.6%	42.4%	94.3%	88.6%	43.1%
Other.....	.3%	.2%	.2%	.2%	.9%	.3%	.2%
ANCHORAGE TRIPS BY PARTY SIZE:							
One.....	73.9%	47.5%	50.9%	60.0%	50.7%	61.2%	55.9%
Two.....	20.7%	33.1%	30.7%	22.5%	31.4%	23.9%	27.6%
Three or more.....	5.4%	19.4%	18.4%	17.5%	17.9%	14.9%	16.5%
ANCHORAGE TRIPS BY LENGTH OF STAY:							
1 night.....	22.9%	58.8%	48.9%	43.7%	31.6%	17.4%	41.1%
2-3 nights.....	52.5%	36.5%	39.2%	39.8%	47.9%	43.9%	41.2%
4+ nights.....	24.7%	4.7%	12.0%	16.5%	20.5%	38.7%	17.7%
ANCHORAGE TRIPS BY HOTEL NIGHTS:							
No hotel.....	30.2%	61.5%	71.1%	36.7%	28.6%	39.0%	51.2%
1 night.....	20.3%	27.5%	13.3%	35.4%	27.5%	14.3%	21.8%
2-3 nights.....	34.9%	9.8%	10.1%	22.2%	35.5%	29.3%	19.1%
4+ nights.....	14.6%	1.1%	5.6%	5.7%	8.4%	17.5%	7.8%
TOTAL ROW PERCENT.....	9.4%	23.4%	26.8%	17.4%	3.6%	19.4%	100.0%

AREAS OF ALASKA AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
ANCHORAGE TRIPS BY EXPENDITURES:							
\$100 or less.....	11.9%	40.9%	47.8%	28.8%	15.0%	13.8%	31.7%
\$101-\$250.....	25.8%	23.8%	22.4%	27.8%	27.4%	16.7%	23.1%
\$251-\$500.....	31.9%	27.7%	17.5%	31.3%	30.6%	40.3%	28.5%
\$501 or more.....	30.5%	7.6%	12.2%	12.1%	27.0%	29.2%	16.7%
ANCHORAGE TRIPS BY PRIMARY DESTINATION?							
Primary Anchorage Trip.....	90.8%	88.4%	92.9%	88.2%	84.6%	85.4%	89.1%
Secondary Anchorage Trip.....	9.2%	11.6%	7.1%	11.8%	15.4%	14.6%	10.9%
PRIMARY DESTINATION:							
Anchorage.....	90.8%	88.4%	92.9%	88.2%	84.6%	85.4%	89.1%
Alaska.....	8.6%	8.9%	3.6%	10.1%	7.5%	6.4%	7.1%
Lower 49.....	.4%	2.6%	3.5%	1.2%	7.1%	7.4%	3.5%
Abroad.....	.3%	.1%		.5%	.7%	.9%	.3%
PRIMARY DESTINATION:							
Anchorage.....	90.8%	88.4%	92.9%	88.2%	84.6%	85.4%	89.1%
Valdez.....		1.8%		.3%		.1%	.5%
Homer.....	.3%			1.7%		.6%	.4%
Seward.....	.3%		.1%	.4%			.1%
Dutch Harbor.....			.3%		.6%		.1%
Georgia.....						.1%	.0%
Montana.....		.1%		.2%	.1%		.1%
Palmer.....	.3%	.8%	.1%	.3%			.3%
Wasilla.....		.8%	1.0%	1.0%	.1%	.1%	.7%
Arizona.....		.1%	.1%		.3%	.8%	.2%
Prudhoe Bay.....		.1%				.4%	.1%
Denali.....		.4%			.9%		.1%
Virginia.....					.1%		.0%
California.....		.5%		.3%	1.9%	1.1%	.4%
Colorado.....		.2%	.4%	.2%	.7%	.2%	.2%
Kenai.....	1.6%		.4%	1.5%	2.1%		.6%
Washington.....		.9%	2.3%	.4%	1.1%	1.8%	1.3%
Skagway.....		.1%		.2%			.1%
Oregon.....		.1%			.6%	.5%	.1%
Fairbanks.....	1.4%	.2%		.2%	1.3%	.8%	.4%
Trading Bay.....			.1%	.5%			.1%
Canada.....		.1%					.0%
Wyoming.....		.1%	.1%		.1%	.1%	.1%
Texas.....		.1%			.1%	.4%	.1%
Brooks Range.....					.2%		.0%
New Zealand.....					.3%		.0%
Minnesota.....		.1%			.4%		.0%
Hawaii.....	.4%	.3%	.2%	.2%	.3%		.2%
Kodiak.....	.7%	1.4%	.4%	.1%	2.3%	.3%	.7%
Russia.....	.3%			.2%			.1%
Soldotna.....	.7%		.1%	.2%			.1%
Sweden.....				.2%			.0%
Louisiana.....					.3%		.0%
Utah.....		.1%			.1%	.3%	.1%
Ninilchik.....		.1%					.0%

HELLENTHAL & ASSOCIATES

PAGES 22 & 23

(continued)

AREAS OF ALASKA AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Petersburg.....	.3%						.0%
Kotzebue.....						.9%	.2%
Attu.....	.7%					.3%	.1%
Chignik Lake.....						.1%	.0%
Savoonga.....						.1%	.0%
Oklahoma.....						.2%	.0%
Alakanuk.....						.1%	.0%
Florida.....					.1%	.6%	.1%
Mexico.....				.2%		.1%	.1%
Point Hope.....						.1%	.0%
Hooper Bay.....						.5%	.1%
Africa.....						.2%	.0%
Michigan.....		.1%			.1%	.1%	.0%
St. Paul.....						.1%	.0%
Nome.....	.4%					.3%	.1%
Norway.....						.1%	.0%
Kaktovik.....						.1%	.0%
Germany.....						.1%	.0%
Drift River.....			.4%				.1%
Idaho.....			.2%				.1%
Selawik.....		.1%					.0%
Takotna.....		.1%					.0%
Bethel.....	.3%		.1%			.2%	.1%
Healy.....			.1%				.0%
Nenana.....		.1%	.1%				.0%
Big Lake.....	.6%	2.9%					.7%
Nebraska.....			.1%				.0%
Ohio.....		.1%					.0%
Wisconsin.....			.1%				.0%
Cordova.....			.1%		.1%		.0%
Maine.....					.1%	.3%	.1%
Indonesia.....					.1%		.0%
King Salmon.....	.3%		.3%				.1%
Haines.....				.2%			.0%
Red Dog.....				3.6%			.6%
Nevada.....					.3%	.2%	.1%
Missouri.....						.1%	.0%
New York.....						.1%	.0%
Massachusetts.....					.1%	.1%	.0%
Juneau.....						.8%	.2%
Japan.....						.2%	.0%
Arkansas.....						.1%	.0%
Tok.....						.1%	.0%
Skwentna.....		.1%					.0%
India.....						.1%	.0%
Phillipines.....					.3%		.0%
Whittier.....	.7%						.1%
Chitina.....		.1%					.0%
Washington DC.....						.1%	.0%
TOTAL ROW PERCENT.....	9.4%	23.4%	26.8%	17.4%	3.6%	19.4%	100.0%

AREAS OF ALASKA AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
ALASKAN RESIDENCY:							
1984 to 1992.....	14.9%	13.4%	15.0%	21.7%	31.3%	32.8%	19.8%
1976 to 1983.....	17.7%	23.7%	17.8%	16.3%	25.5%	13.4%	18.3%
1967 to 1975.....	25.8%	26.4%	44.2%	39.9%	25.0%	16.5%	31.5%
Before 1967.....	41.6%	36.5%	22.9%	22.0%	18.2%	37.4%	30.3%
HOUSEHOLD SIZE:							
One.....	19.5%	5.1%	20.6%	7.8%	6.9%	8.9%	11.9%
Two.....	38.3%	33.9%	24.2%	46.5%	24.4%	21.5%	31.2%
Three.....	9.3%	27.0%	16.6%	14.0%	19.7%	17.7%	18.2%
Four.....	24.0%	22.5%	18.2%	20.3%	29.1%	15.1%	19.9%
Five or more.....	8.8%	11.5%	20.3%	11.4%	20.0%	36.7%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:							
None.....	62.2%	44.3%	59.6%	61.3%	30.7%	34.5%	50.6%
One.....	16.8%	27.9%	12.1%	12.7%	23.5%	15.0%	17.3%
Two.....	13.8%	16.6%	7.4%	15.6%	29.9%	20.3%	14.9%
Three or More.....	7.1%	11.3%	20.9%	10.4%	15.9%	30.2%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:							
Local Government.....	2.9%	4.8%	2.3%	.6%	10.1%	14.8%	5.4%
State Government.....	19.7%	3.3%	11.8%	9.9%	3.5%	6.5%	8.9%
Federal Government.....	5.8%	.7%	2.2%	3.8%	6.4%	8.5%	3.8%
Military.....	4.4%	.4%	2.0%	5.5%	12.2%		2.4%
Oil & Gas.....	.9%	10.2%	8.0%	3.2%	.7%	.2%	5.2%
Fishing/Timber/Mining.....	11.5%	10.9%	3.5%	4.1%	18.6%	6.5%	7.2%
Clerical/Retail/Sales.....	6.8%	6.5%	3.2%	6.8%	6.3%	6.8%	5.8%
Service.....	7.9%	27.5%	24.6%	26.4%	15.6%	15.0%	21.8%
Managers/Officials.....	4.7%	8.8%	2.8%	7.4%	3.6%	4.3%	5.5%
Professionals/Doctors/Lawyers.....	25.4%	15.9%	19.3%	21.7%	14.6%	26.2%	20.7%
Construction.....	6.2%	9.6%	19.8%	8.3%	6.8%	10.1%	11.8%
Student.....		.2%		1.7%	1.4%		.4%
Retired.....	3.4%	1.0%		.2%			.6%
Refused.....	.3%	.2%	.4%	.6%	.1%	1.2%	.5%
TOTAL 1992 HOUSEHOLD INCOME:							
Under \$26,000.....	10.3%	8.5%	19.7%	10.6%	13.3%	16.0%	13.7%
\$26,000 to \$35,999.....	3.3%	14.0%	29.3%	11.1%	12.5%	8.8%	16.0%
\$36,000 to \$45,999.....	11.4%	12.3%	6.8%	4.9%	9.2%	13.9%	9.5%
\$46,000 to \$65,999.....	39.0%	31.4%	20.1%	37.9%	30.1%	7.9%	25.6%
\$66,000 or more.....	35.9%	33.8%	24.0%	35.5%	34.9%	53.4%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:							
1 trip.....	12.2%	1.8%	1.4%	6.3%	6.8%	5.5%	4.4%
2-5 trips.....	42.4%	23.0%	16.4%	33.6%	43.0%	35.2%	28.0%
6-10 trips.....	13.9%	15.1%	11.5%	18.3%	24.8%	23.6%	16.6%
11+ trips.....	31.5%	60.0%	70.7%	41.7%	25.4%	35.8%	51.0%
FAMILY STATUS (COMPUTED):							
Young Single (18-37).....	15.1%	5.7%	29.1%	15.4%	7.8%	3.8%	14.2%
Adult Single (38 +).....	15.4%	5.5%	16.7%	7.2%	3.9%	9.0%	10.4%
Single Parent.....	6.8%	11.9%	10.0%	5.1%	11.6%	15.0%	10.3%
Young Couple (18-37).....	9.9%	7.8%	2.6%	20.5%	7.0%	5.2%	8.3%
Mature Couple (38 +).....	21.8%	25.2%	11.2%	18.1%	12.0%	16.5%	17.7%
Young Family (18-37).....	8.1%	18.1%	9.4%	18.3%	36.4%	13.1%	14.6%
Mature Family (38 +).....	22.9%	25.8%	21.0%	15.4%	21.2%	37.3%	24.5%
TOTAL ROW PERCENT.....	9.4%	23.4%	26.8%	17.4%	3.6%	19.4%	100.0%

HELLENTHAL & ASSOCIATES

AREAS OF ALASKA AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
ANCHORAGE TRIPS = 4,669

	AREAS OF ALASKA:						TOTAL MEAN
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Party size.....	1.33	1.83	1.93	1.71	1.79	1.62	1.75
Length of stay.....	2.93	1.73	2.07	2.49	2.90	4.23	2.59
Hotel nights.....	1.77	.55	.66	1.22	1.60	1.86	1.10
Expenditures.....	567.91	343.93	288.11	332.00	624.66	711.50	429.66
Years of Alaska residency.....	24.70	23.26	20.24	19.62	16.43	21.44	21.35
Household size.....	2.69	3.06	3.24	2.85	3.43	3.91	3.21
Number of adults in household.....	2.02	2.08	2.21	2.07	2.04	2.20	2.13
Children under 18.....	.67	.98	1.02	.78	1.39	1.70	1.08
Number of children in households with children....	1.76	1.76	2.53	2.01	2.01	2.60	2.19
1992 Household income.....	61.87	70.47	69.08	63.99	61.57	64.76	66.89

SECTION III:

AREAS OF ALASKA

(NONANCHORAGE OVERNIGHT TRIPS)

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

AREAS OF ALASKA AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
NONANCHORAGE TRIPS BY MONTH:							
January.....	7.7%	8.8%	6.4%	6.2%	7.1%	5.0%	6.6%
February.....	9.2%	7.1%	6.8%	4.8%	9.4%	7.7%	7.3%
March.....	8.7%	10.5%	7.1%	6.2%	7.2%	7.7%	7.7%
April.....	7.7%	7.4%	6.6%	7.4%	8.6%	7.5%	7.3%
May.....	6.9%	7.4%	8.4%	10.3%	8.5%	9.1%	8.4%
June.....	8.9%	9.9%	11.7%	13.5%	10.7%	11.2%	11.1%
July.....	10.2%	9.4%	13.4%	16.4%	10.8%	10.3%	12.2%
August.....	10.1%	10.6%	12.6%	12.0%	9.8%	11.4%	11.4%
September.....	6.6%	9.3%	6.9%	7.1%	5.7%	8.1%	7.2%
October.....	7.7%	5.7%	7.4%	5.5%	6.7%	6.9%	6.9%
November.....	7.4%	6.4%	6.7%	4.6%	6.4%	7.3%	6.6%
December.....	8.8%	7.6%	6.0%	6.0%	9.1%	7.8%	7.2%
NONANCHORAGE TRIPS BY SEASON:							
Fall.....	30.5%	28.9%	27.0%	23.2%	27.9%	30.2%	27.9%
Winter.....	25.6%	26.4%	20.3%	17.1%	23.7%	20.3%	21.6%
Spring.....	14.6%	14.8%	15.0%	17.7%	17.1%	16.6%	15.7%
Summer.....	29.3%	29.8%	37.7%	41.9%	31.3%	32.9%	34.7%
NONANCHORAGE TRIPS BY PURPOSE:							
Business.....	46.5%	38.4%	45.5%	33.8%	51.7%	47.0%	43.3%
Pleasure.....	37.7%	47.9%	49.1%	54.4%	40.2%	25.8%	42.8%
A Mix.....	15.7%	13.7%	5.4%	11.8%	8.2%	27.2%	13.9%
NONANCHORAGE TRIPS BY PRIMARY DESTINATION:							
Aleutians East.....		.8%	.3%		1.5%	2.7%	.6%
Aleutians West.....		1.4%	3.7%		14.9%	2.7%	1.9%
Bethel.....	.8%	.2%	1.4%	.2%	.3%	10.3%	2.4%
Bristol Bay.....		.2%	.5%		.9%	2.1%	.5%
Denali.....	.3%	1.3%	2.1%	5.1%	.6%	.7%	1.9%
Dillingham.....		.2%	.1%		.3%	1.1%	.2%
Fairbanks North Star.....	1.8%	4.6%	21.7%	1.7%	2.5%	29.9%	12.3%
Haines.....	2.2%		.3%	.2%			.7%
Juneau.....	11.4%	2.2%	2.1%	2.7%	1.1%	.7%	4.4%

AREAS OF ALASKA AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Kenai Peninsula.....	2.2%	18.1%	11.3%	7.1%	5.7%	3.9%	7.2%
Ketchikan.....	4.7%	.2%	.5%	.2%	.8%		1.4%
Kodiak.....	1.7%	3.8%	.6%	.7%	3.2%	.2%	1.1%
Lake & Peninsula.....		.5%				.4%	.1%
Matanuska-Susitna.....	.8%	17.6%	3.1%	3.9%	2.9%	1.2%	3.5%
Nome.....	.3%	.3%	.2%	1.5%	1.4%	8.5%	2.0%
North Slope.....	.4%	.5%	9.5%	4.0%	.3%	5.4%	4.4%
Northwest Arctic.....	.4%	1.1%	3.2%			4.0%	1.8%
Prince of Wales/Outer Ketchikan.....	.7%					.2%	.2%
Sitka.....	4.1%		.5%	.2%			1.2%
Skagway-Yakutat-Angoon.....	3.6%	.5%		.2%	.3%		1.0%
Southeast Fairbanks.....	.3%	1.1%	2.8%	3.2%	.3%	.4%	1.6%
Valdez-Cordova.....	.9%	3.6%	12.5%	18.5%	2.0%	.2%	7.6%
Wade Hampton.....			.2%	.2%	.3%	3.2%	.7%
Wrangell-Petersburg.....	5.8%	.3%	.1%				1.6%
Yukon-Koyukuk.....		.3%	1.0%	5.7%	.3%	2.2%	1.8%
Washington State.....	26.9%	11.4%	4.7%	8.0%	12.5%	6.7%	12.2%
California.....	6.5%	6.0%	2.3%	5.9%	13.1%	3.0%	4.7%
Oregon.....	4.8%	1.8%	1.3%	2.8%	3.7%	.8%	2.5%
Southwest.....	3.8%	4.3%	5.6%	6.2%	5.4%	1.6%	4.4%
Northern Rockies.....	2.2%	2.5%	.8%	2.5%	2.3%	.7%	1.6%
Midwest.....	2.5%	7.1%	2.9%	4.2%	4.5%	1.5%	3.2%
South.....	1.2%	2.1%	.4%	3.6%	2.2%	2.4%	1.8%
Atlantic Seaboard.....	2.0%	1.7%	.8%	3.3%	4.9%	1.2%	1.8%
Northeast.....	1.9%	1.7%	1.1%	1.5%	3.9%	.3%	1.3%
Hawaii.....	1.3%	.7%	.5%	1.7%	3.2%	.4%	1.0%
Canada/Greenland.....	2.5%	.5%	.9%	1.4%	.6%	.3%	1.3%
Mexico.....	.7%	.5%	.4%	1.1%	.3%	.4%	.6%
Europe.....	.3%	.3%	.1%	.5%	.3%		.2%
Central & South America.....	.3%	.5%		.7%	.3%	.2%	.3%
Asia.....	.4%		.7%	1.2%	3.1%	.3%	.7%
Oceania.....	.4%	.3%			.5%		.1%
Africa.....				.1%			.0%
TOTAL ROW PERCENT.....	26.0%	7.9%	26.9%	19.5%	2.1%	17.5%	100.0%

AREAS OF ALASKA AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
NONANCHORAGE TRIPS BY PRIMARY DESTINATION:							
Harding Lake.....				.2%			.0%
Seward.....	.1%	6.6%	4.2%	1.9%	.6%	.9%	2.2%
Chitina.....			.8%	.8%			.4%
Delta Junction.....	.1%	.9%	1.1%	2.0%		.2%	.8%
Canada.....	2.5%	.5%	.9%	1.2%	.6%	.3%	1.3%
Valdez.....	.7%	2.3%	3.1%	14.5%		.2%	4.1%
Pilot Station.....				.2%			.0%
Washington.....	26.9%	11.4%	4.7%	8.0%	12.5%	6.7%	12.2%
Georgia.....				1.0%	.3%	.4%	.3%
Manley Hot Springs.....				1.3%			.2%
Greenland.....				.2%			.0%
Sourdough.....				.1%			.0%
Circle.....				2.3%		.2%	.5%
Denali.....	.1%	.8%	.9%	3.6%	.6%	.7%	1.2%
Gulkana.....				1.5%			.3%
Coldfoot.....		.3%		.6%			.1%
Minnesota.....	1.1%	.8%	.6%	.5%	1.1%	.2%	.6%
Michigan.....	.1%	1.7%	.9%	.7%	1.4%	.2%	.6%
Maine.....	.3%		.3%	.2%	.3%		.2%
California.....	6.5%	6.0%	2.3%	5.9%	13.1%	3.0%	4.7%
Dot Lake.....				.6%			.1%
Colorado.....	.4%	.9%	.2%	1.9%	1.4%	.2%	.7%
Chena Hot Springs.....			.6%	.8%		.4%	.4%
Iowa.....	.1%	1.4%		.3%		.2%	.2%
South Dakota.....			.4%	.5%		.2%	.2%
Nevada.....	1.0%	1.8%	.4%	2.5%	1.1%	.4%	1.1%
Utah.....	.1%	.5%	4.2%	.6%	.3%		1.3%
Oregon.....	4.8%	1.8%	1.3%	2.8%	3.7%	.8%	2.5%
Kodiak.....	1.7%	3.8%	.6%	.7%	2.6%	.2%	1.1%
Homer.....	1.7%	3.2%	3.7%	.9%	.6%	2.1%	2.2%
Moose Pass.....		.6%	.1%				.1%
Oklahoma.....		1.3%		.5%		1.2%	.4%
New York.....		1.4%	.3%	.6%	.5%	.2%	.3%
Wisconsin.....	.1%	.5%	.1%	.5%	.3%		.2%
Hawaii.....	1.3%	.7%	.5%	1.7%	3.2%	.4%	1.0%
England.....		.3%		.5%			.1%
Glennallen.....		.5%	5.7%	.5%			1.7%
Paxson.....			.1%	1.0%			.2%
Rampart.....				.2%			.0%
Soldotna.....	.1%	2.6%	.8%	1.2%	.3%		.7%
Kenai.....	.3%	4.6%	2.0%	1.5%	4.3%	.9%	1.5%
Mexico.....	.7%	.5%	.4%	1.1%	.3%	.4%	.6%
Skagway.....	.8%			.2%			.2%
Arkansas.....			.1%	.7%			.2%
Healy.....	.1%	.3%	.1%	.5%			.2%
Haines.....	2.2%		.3%	.2%			.7%
Illinois.....	.1%	1.3%	.1%	1.2%	1.4%		.4%
Galena.....			.1%	.5%		.3%	.2%
Bettles.....			.3%	.6%			.2%
Deadhorse.....			.7%	.2%			.2%
Tanana.....			.1%	.2%	.3%	.4%	.1%

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AREAS OF ALASKA AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Cantwell.....		.3%	1.0%	1.0%			.5%
Mississippi.....				.4%	.5%		.1%
Massachusetts.....	.6%	.3%	.3%		1.7%	.2%	.3%
Nome.....	.3%	.3%	.1%	1.5%	1.4%	7.6%	1.8%
Fairbanks.....	1.8%	4.6%	21.1%	.7%	2.5%	29.6%	11.9%
Maryland.....	.3%		.1%		.3%		.1%
Pennsylvania.....	.7%		.1%	.4%	.3%		.3%
Cold Bay.....		.5%	.3%		.6%	.8%	.3%
St. Paul.....		.5%			1.8%		.1%
King Salmon.....			.3%		.3%	1.9%	.4%
Adak.....					2.5%		.1%
New Jersey.....					.6%		.0%
Palmer.....	.5%	3.7%	.2%	2.4%	1.8%	.2%	1.0%
Wasilla.....	.3%	7.4%	.8%	1.2%	1.1%	.8%	1.3%
Texas.....	.7%	.8%	.2%	.2%	.8%	.8%	.5%
Dutch Harbor.....		1.0%	3.7%		8.3%	.3%	1.3%
Prudhoe Bay.....		.5%	6.3%	2.2%		4.8%	3.0%
Brazil.....				.2%			.0%
Louisiana.....	.1%			.7%	.3%		.2%
Bahamas.....				.2%			.0%
Arizona.....	1.9%	.5%	.7%	1.1%	2.3%	.7%	1.1%
Missouri.....	.1%			.7%	.6%	.2%	.2%
Virginia.....	.4%	.2%	.3%	.4%	1.4%	.2%	.3%
Puerto Rico.....		.2%			.3%		.0%
Ruby.....				.2%			.0%
Juneau.....	11.4%	2.2%	2.1%	2.7%	1.1%	.7%	4.4%
Naknek.....		.2%	.2%		.3%	.2%	.1%
Phillipines.....	.1%		.5%		2.3%		.2%
Anaktuvuk Pass.....				.4%	.3%		.1%
Sutton.....		.2%					.0%
Nebraska.....		.2%				.2%	.1%
Ketchikan.....	4.7%	.2%	.5%	.2%	.8%		1.4%
South Carolina.....		.2%		.3%			.1%
Idaho.....	1.2%	1.1%	.2%	.7%	.9%	.2%	.7%
Kotzebue.....	.4%	1.1%	1.6%			2.9%	1.1%
Tok.....	.1%	.2%	.4%	.2%	.3%	.2%	.2%
Kansas.....	.1%	.2%	.5%			.2%	.2%
Montana.....	.8%	1.4%	.5%	1.6%	.6%	.4%	.9%
Rhode Island.....	.3%				.3%		.1%
Deep Creek.....			.1%	.2%			.1%
Florida.....	1.0%	1.2%	.2%	1.3%	1.1%	.7%	.8%
Sitka.....	4.1%		.5%	.2%			1.2%
Alabama.....				.3%		.2%	.1%
New Hampshire.....				.2%	.3%		.0%
Norway.....	.1%						.0%
Pelican.....	.3%						.1%
Barrow.....	.4%		2.2%	.4%		.5%	.9%
New Mexico.....	.3%	.7%	.1%		.3%	.4%	.2%
Ohio.....	.4%	1.0%	.2%	.5%		.2%	.4%
Wyoming.....	.1%			.2%	.8%	.2%	.1%
Eureka.....			.3%				.1%
Cordova.....		.6%			2.0%		.1%

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AREAS OF ALASKA AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Japan.....	.1%		.1%	.5%			.2%
Vermont.....				.2%			.0%
Craig.....	.4%					.2%	.1%
Thorne Bay.....	.3%						.1%
Kaktovik.....			.2%	.2%			.1%
St. Mary's.....			.1%			.4%	.1%
Wrangell.....	1.6%	.3%					.4%
Gustavus.....	.1%						.0%
Belize.....	.1%						.0%
Honduras.....	.1%						.0%
Skwentna.....			.1%				.0%
Unalakleet.....						.4%	.1%
Lake Louise.....						.3%	.1%
Toksook Bay.....						.2%	.0%
Nightmute.....						.2%	.0%
Mekoryuk.....						.2%	.0%
Kipnuk.....			.1%		.3%	.4%	.1%
Kaltag.....						.4%	.1%
Iliamna.....		.3%					.0%
Egegik.....		.2%					.0%
Washington DC.....	.1%			.2%	.6%		.1%
Nikolski.....						2.3%	.4%
Guam.....						.2%	.0%
St. George.....					2.4%		.1%
King Cove.....					.6%	.7%	.1%
Ninilchik.....				.2%			.0%
Nikiski.....		.3%					.0%
Skilak Lake.....		.3%					.0%
Wevok.....			.1%				.0%
Wales.....			.1%				.0%
Paimiut.....			.1%				.0%
Utopia.....			.1%				.0%
Atkasuk.....				.2%			.0%
Point Lay.....				.2%			.0%
Point Hope.....				.2%			.0%
Nuiqsut.....				.2%			.0%
Sand Point.....					.3%	.2%	.0%
St Matthew's Island.....					.3%		.0%
Panama.....				.2%			.0%
Africa.....				.1%			.0%
Naknek.....					.3%		.0%
Guatemala.....				.1%			.0%
Akiachak.....						.2%	.0%
Akutan.....						.2%	.0%
Kobuk.....						.2%	.0%
Germany.....			.1%		.3%		.0%
France.....	.1%						.0%
TOTAL ROW PERCENT.....	26.0%	7.9%	26.9%	19.5%	2.1%	17.5%	100.0%

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AREAS OF ALASKA AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Sheep Mountain.....			.1%				.0%
Bethel.....	.8%	.2%	.3%	.2%		9.3%	2.0%
North Carolina.....	.3%		.2%	.2%	1.2%		.2%
Dillingham.....		.2%	.1%		.3%	1.1%	.2%
Eagle.....			1.1%				.3%
Emmonak.....						1.1%	.2%
Petersburg.....	4.1%						1.1%
Kiana.....			1.6%				.4%
Nenana.....			.2%			.2%	.1%
Koyukuk.....						.4%	.1%
Huslia.....						.2%	.0%
Nulato.....						.2%	.0%
Hooper Bay.....						1.2%	.2%
Chevak.....						.4%	.1%
Port Heiden.....						.2%	.0%
Nelson Lagoon.....						.5%	.1%
Kokhanok.....						.2%	.0%
Whittier.....		.2%	1.2%				.3%
Russia.....	.1%			.2%	.8%	.2%	.1%
Brevig Mission.....						.2%	.0%
Teller.....						.2%	.0%
Shaktoolik.....						.2%	.0%
Ambler.....						.2%	.0%
Shungnak.....						.5%	.1%
Mountain Village.....						.2%	.0%
Kivalina.....						.2%	.0%
Stony River.....			.9%				.3%
Bonny Lake.....		4.9%					.4%
Costa Rica.....		.3%				.2%	.1%
McCarthy.....	.1%		1.6%	.2%			.5%
Australia.....	.3%	.3%			.5%		.1%
Kentucky.....	.3%		.1%				.1%
Talkeetna.....		1.4%	.2%	.2%			.2%
New Zealand.....	.1%						.0%
Kake.....	.1%		.1%				.1%
Hoonah.....	1.1%						.3%
Tenakee Springs.....	.1%						.0%
Anderson.....			.1%				.0%
Northway.....			.2%				.0%
Yakutat.....	.3%	.5%			.3%		.1%
Indiana.....	.1%		.1%				.1%
Big Lake.....			1.7%				.4%
Hope.....			.4%				.1%
Willow.....				.2%			.0%
Summit Lake.....				1.2%			.2%
Fort Greely.....				.3%			.1%
North Dakota.....	.1%				.3%	.2%	.1%
Angoon.....	.8%						.2%
False Pass.....		.2%				.3%	.1%
Tennessee.....				.2%			.0%
Port Lions.....					.6%		.0%
Korea.....			.1%	.5%			.1%

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AREAS OF ALASKA AMONG ALL NONANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
ALASKAN RESIDENCY:							
1984 to 1992.....	26.7%	13.6%	15.0%	36.7%	53.2%	16.7%	23.3%
1976 to 1983.....	27.8%	24.3%	32.9%	18.7%	22.2%	9.4%	23.8%
1967 to 1975.....	16.4%	36.9%	28.5%	27.3%	11.5%	14.3%	22.9%
Before 1967.....	29.1%	25.3%	23.5%	17.3%	13.0%	59.6%	30.0%
HOUSEHOLD SIZE:							
One.....	15.8%	11.6%	8.5%	13.2%	8.2%	18.7%	13.3%
Two.....	40.1%	34.7%	17.0%	36.7%	24.9%	10.5%	27.3%
Three.....	17.2%	13.4%	20.7%	17.6%	23.0%	19.8%	18.5%
Four.....	18.3%	26.6%	26.8%	20.1%	19.8%	19.2%	21.8%
Five or more.....	8.6%	13.7%	27.1%	12.4%	24.0%	31.8%	19.1%
NUMBER OF CHILDREN OR ADOLESCENTS:							
None.....	61.1%	46.3%	37.4%	54.5%	34.9%	33.2%	46.8%
One.....	16.2%	24.1%	13.6%	15.0%	28.0%	14.7%	15.9%
Two.....	13.5%	18.4%	22.8%	19.2%	22.2%	26.8%	20.0%
Three or More.....	9.2%	11.2%	26.2%	11.4%	14.9%	25.2%	17.3%
OCCUPATION OF CHIEF WAGE EARNER:							
Local Government.....	2.2%	3.8%	5.8%	2.5%	4.3%	10.9%	4.9%
State Government.....	13.8%	7.1%	4.1%	8.5%	1.7%	3.4%	7.5%
Federal Government.....	10.1%	.6%	2.2%	4.4%	8.4%	4.2%	5.1%
Military.....	8.4%	.2%	1.5%	11.1%	23.6%		5.3%
Oil & Gas.....	.9%	7.0%	10.9%	1.6%	.5%		4.1%
Fishing/Timber/Mining.....	17.6%	14.3%	3.4%	.5%	21.8%	16.4%	10.0%
Clerical/Retail/Sales.....	4.9%	3.0%	6.0%	7.8%	5.9%	5.1%	5.6%
Service.....	12.3%	18.6%	17.1%	22.8%	11.7%	17.2%	17.0%
Managers/Officials.....	5.9%	4.8%	3.1%	5.3%	1.1%	2.7%	4.3%
Professionals/Doctors/Lawyers.....	14.3%	27.7%	28.7%	24.8%	14.2%	21.0%	22.4%
Construction.....	6.5%	12.4%	17.0%	7.7%	5.7%	16.1%	11.7%
Student.....	.4%	.3%	.2%	1.3%	.5%	.2%	.5%
Retired.....	2.0%			1.8%			.9%
Refused.....	.7%	.2%	.2%		.6%	2.8%	.8%
TOTAL 1992 HOUSEHOLD INCOME:							
Under \$26,000.....	9.0%	10.1%	8.9%	12.3%	15.9%	24.0%	12.3%
\$26,000 to \$35,999.....	6.4%	15.1%	17.4%	17.9%	12.9%	17.8%	14.5%
\$36,000 to \$45,999.....	10.3%	5.2%	8.9%	6.8%	15.9%	22.9%	10.9%
\$46,000 to \$65,999.....	32.0%	26.5%	16.0%	20.4%	24.1%	4.5%	20.1%
\$66,000 or more.....	42.3%	43.2%	48.8%	42.6%	31.2%	30.8%	42.2%
NUMBER OF NON-ANCHORAGE OVERNIGHT TRIPS:							
1 trip.....	6.2%	9.1%	3.8%	6.3%	17.0%	7.0%	6.2%
2-5 trips.....	37.6%	49.0%	20.1%	42.0%	47.7%	23.3%	32.3%
6-10 trips.....	32.4%	18.9%	18.2%	28.4%	12.6%	26.0%	25.2%
11+ trips.....	23.8%	23.0%	57.9%	23.2%	22.7%	43.8%	36.3%
FAMILY STATUS (COMPUTED):							
Young Single (18-37).....	16.2%	4.1%	6.5%	12.8%	8.2%	2.1%	9.3%
Adult Single (38 +).....	17.8%	10.0%	9.7%	8.0%	4.8%	18.3%	12.9%
Single Parent.....	8.4%	11.5%	5.0%	3.3%	10.8%	15.5%	8.0%
Young Couple (18-37).....	6.8%	4.8%	10.1%	13.0%	12.7%	2.7%	8.1%
Mature Couple (38 +).....	20.3%	27.4%	11.0%	20.7%	9.1%	10.1%	16.4%
Young Family (18-37).....	13.8%	13.7%	22.9%	22.1%	32.7%	18.0%	19.0%
Mature Family (38 +).....	16.7%	28.5%	34.7%	20.2%	21.7%	33.3%	26.2%
TOTAL ROW PERCENT.....	26.0%	7.9%	26.9%	19.5%	2.1%	17.5%	100.0%

AREAS OF ALASKA AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
NONANCHORAGE TRIPS = 4,005

	AREAS OF ALASKA:						TOTAL MEAN
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Years of Alaska residency.....	19.28	21.54	19.67	16.10	11.70	30.63	20.77
Household size.....	2.68	3.06	3.71	2.86	3.44	3.61	3.20
Number of adults in household.....	1.96	2.07	2.21	1.94	2.21	1.97	2.04
Children under 18.....	.72	.99	1.51	.91	1.23	1.64	1.16
Number of children in households with children....	1.85	1.84	2.41	2.00	1.89	2.46	2.19
1992 Household income.....	64.18	79.53	77.04	65.23	56.57	51.09	67.00

SECTION IV:

AREAS OF ALASKA

(NONANCHORAGE HOUSEHOLDS)

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

AREAS OF ALASKA AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	AREAS OF ALASKA						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
ACTIVITIES PARTICIPATED IN DURING ANCHORAGE OVERNIGHT VISITS							
Participated in downtown shopping in the last year	80.7%	86.1%	76.6%	81.5%	85.7%	82.9%	82.0%
Participated in other mall shopping in the last year.....	61.3%	86.9%	79.1%	69.0%	77.9%	77.6%	74.8%
Participated in dining out in the last year.....	89.3%	93.7%	94.5%	93.1%	91.2%	88.3%	91.5%
Visited museums in the last year.....	21.3%	27.2%	29.9%	13.8%	19.1%	19.2%	21.3%
Visited nightclubs in the last year.....	31.1%	28.9%	28.0%	28.1%	30.9%	28.3%	28.9%
Participated in outdoor activities in the last year.....	25.8%	28.1%	37.8%	42.5%	24.5%	19.7%	30.2%
Attended special events in the last year.....	15.9%	31.1%	38.0%	13.1%	13.5%	20.0%	22.0%
Attended sports events in the last year.....	9.6%	17.7%	21.4%	11.2%	7.7%	17.7%	14.9%
Attended cultural events in the last year.....	20.5%	25.4%	38.9%	13.0%	15.3%	23.8%	22.8%
Participated in sightseeing in the last year.....	53.2%	41.4%	36.9%	55.6%	50.5%	48.3%	48.0%
Participated in tours in the last year.....	5.3%	7.4%	7.3%	3.7%	6.0%	6.6%	5.9%
Attended medical appointments in the last year....	22.4%	49.6%	54.6%	10.8%	43.1%	58.8%	39.0%
Didn't participate in any activities.....	3.3%	.7%	.7%	2.7%	2.8%	1.2%	1.8%
EVER VISIT ANCHORAGE SPECIFICALLY TO ATTEND...							
Fur Rondy?.....	11.9%	47.0%	59.9%	18.2%	12.6%	33.4%	30.7%
Iditarod?.....	9.1%	26.8%	25.5%	6.8%	6.2%	20.8%	16.1%
Shootout?.....	3.5%	12.1%	16.1%	4.6%	4.9%	9.1%	8.3%
Pac events?.....	6.5%	33.5%	42.2%	13.7%	10.6%	13.7%	19.5%
Didn't attend any events.....	79.5%	34.9%	26.1%	69.0%	77.6%	54.4%	56.9%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:							
No trips.....	52.9%	14.4%	43.0%	27.7%	19.4%	19.5%	32.5%
1 trip.....	19.6%	11.4%	7.9%	19.1%	21.3%	19.8%	16.5%
2-5 trips.....	21.5%	44.2%	27.7%	39.0%	44.8%	41.0%	34.3%
6-10 trips.....	3.0%	13.0%	8.6%	8.3%	10.0%	11.6%	8.5%
11+ trips.....	3.1%	17.0%	12.8%	5.9%	4.5%	8.1%	8.3%
NUMBER OF OVERNIGHT ANCHORAGE CONVENTION TRIPS:							
None.....	84.4%	68.1%	77.6%	81.5%	73.6%	60.3%	75.1%
One.....	9.4%	18.3%	9.2%	12.3%	13.1%	21.1%	13.7%
Two or more.....	6.1%	13.6%	13.1%	6.2%	13.3%	18.6%	11.2%
NUMBER OF NON-ANCHORAGE OVERNIGHT TRIPS:							
No trips.....	15.4%	45.8%	21.5%	27.4%	42.3%	39.7%	29.2%
1 trip.....	22.5%	17.3%	19.3%	18.9%	26.3%	20.0%	20.1%
2-5 trips.....	41.5%	29.9%	34.8%	38.9%	26.4%	22.5%	33.7%
6-10 trips.....	15.6%	4.5%	11.9%	10.7%	2.7%	9.6%	10.6%
11+ trips.....	5.1%	2.4%	12.5%	4.2%	2.3%	8.2%	6.3%
TOTAL ROW PERCENT.....	23.5%	13.5%	17.4%	21.1%	4.5%	20.0%	100.0%

AREAS OF ALASKA AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	AREAS OF ALASKA						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
THREE ACTIVITIES ENJOY MOST WHILE IN ANCHORAGE							
Never been to Anchorage.....	24.6%	1.5%	.6%	10.4%	4.1%	2.7%	8.9%
Billiards/Pool.....			.2%	.2%			.1%
Bowling.....		.5%	.4%	.2%	.8%		.2%
Eating Out/Dining.....	14.5%	17.8%	17.9%	17.4%	19.0%	18.0%	17.1%
Shopping.....	19.2%	33.4%	32.4%	27.0%	33.1%	31.1%	28.1%
Visiting Friends/Relatives.....	10.9%	9.1%	8.7%	9.8%	6.0%	8.4%	9.3%
Fishing.....	2.1%	.2%	.3%	2.6%	1.0%	.5%	1.3%
Theater/Movies.....	3.8%	6.4%	10.4%	3.4%	7.0%	13.5%	7.3%
Staying in Hotel.....	.2%	.3%	.5%	.2%			.2%
Nightlife/Nightclubs/Dancing.....	2.1%	3.3%	3.2%	3.4%	3.0%	2.9%	2.9%
Sightseeing.....	8.3%	4.5%	1.7%	8.8%	8.8%	3.9%	5.9%
Skiing.....	2.3%	2.6%	3.4%	2.5%	3.3%	.9%	2.4%
Concerts/Music.....	.9%	2.1%	3.1%	.8%	.8%	1.5%	1.5%
Hockey.....	.2%	.3%	.9%	.8%	.2%	.2%	.5%
Museums.....	.7%	2.3%	2.3%	1.7%	2.3%	.4%	1.4%
Zoo.....	.2%	2.0%	.9%	.7%	1.3%	.2%	.7%
Gun Shows.....		.5%					.1%
School/Educational Events.....	.2%	.7%	.2%	.2%			.2%
Library.....		.3%	.9%		.2%	.5%	.3%
Relax/Recreation.....		.5%		.7%	.4%	.7%	.4%
Baseball.....		.2%			.2%	.2%	.1%
PAC/Cultural Events.....	.9%	2.6%	1.8%	1.0%	.4%	.4%	1.2%
Horse Shows/Horseriding.....	.2%	.2%					.1%
Church.....		.2%	.5%	.2%	.2%	1.1%	.4%
Parks/Outdoor Activities.....	.7%		.5%	.6%	.8%	.2%	.4%
Driving.....	.9%			.2%	1.2%	2.9%	.9%
Sports/Sporting Events.....	.2%	1.8%	3.7%	1.4%	.8%	1.2%	1.5%
Conventions/Seminars/Business Meetings.....	.5%	.7%	.2%	.3%		.9%	.5%
Biking/Bike Trails.....	.2%	.7%	.7%	.2%	.4%	.2%	.4%
Fur Rony.....	.7%	1.1%	.6%	.2%	.2%	.4%	.5%
Iditarod.....		.2%	.3%		.2%	.4%	.2%
Fairs/Renaissance Fair.....		.4%	.2%	.2%	.2%	.2%	.2%
Bingo.....	1.2%	.2%	.6%	.2%	.8%	1.6%	.8%
Birdwatching.....				.2%			.0%
Hunting.....					.2%		.0%
Golf.....	.5%	.2%		.9%	.2%		.3%
Arts/Crafts.....	.2%	.2%	.5%	.4%	.2%		.3%

AREAS OF ALASKA AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	AREAS OF ALASKA						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Bookstore.....	.2%			.2%			.1%
Hiking/Walking.....	1.4%	1.1%	.6%	1.4%	.6%	.9%	1.1%
Children's Events.....		.2%	.2%				.1%
Sullivan Events.....		.2%					.0%
Senior Center.....		.3%					.0%
Massages.....					.2%		.0%
Great Alaskan Experience.....					.2%		.0%
Imaginarium.....	.2%	.2%	.2%	.6%	.2%		.3%
Visiting Portage.....					.2%	.2%	.0%
High School Basketball.....					.2%		.0%
Special Events.....	.2%	.2%	.2%				.1%
Boating/Boat Shows.....	.2%				.2%		.1%
Being away from home.....		.3%			.2%		.0%
Real Estate.....						.2%	.0%
Dog Races.....			.2%			.4%	.1%
Parks.....		.5%		.2%	.4%	.4%	.2%
Room Service.....						.2%	.0%
Swimming/Water Sports.....	.2%		.2%	.6%		.2%	.3%
Volleyball.....						.2%	.0%
Elevator Rides.....						.2%	.0%
Running/Jogging.....				.2%	.2%	.2%	.1%
Basketball.....	.2%					.2%	.1%
Arcades.....			.2%			.2%	.1%
Dog Mushing.....						.2%	.0%
Train Ride.....	.2%						.1%
Auctions.....			.3%				.0%
Gun Shows.....			.3%				.0%
Art Galleries.....			.3%				.0%
Tennis.....	.2%						.1%
Roller Skating.....	.2%						.1%
Haircut/Beauty Salon.....						.4%	.1%
Flying.....						.2%	.0%
Whirlyball.....		.2%					.0%
Comedy Shows.....					.2%		.0%
Dog Shows.....					.2%		.0%
TOTAL ROW PERCENT.....	8.9%	5.8%	7.2%	8.9%	1.9%	8.3%	40.9%

AREAS OF ALASKA AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	AREAS OF ALASKA						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
ACTIVITIES/SERVICES/EVENTS THAT ANCHORAGE SHOULD PROVIDE							
More Children's Activities/Family Activities.....	1.3%	2.7%	7.9%	1.8%	2.3%	2.1%	3.1%
Housing/Places to Stay/More hotels.....	1.4%	.7%		2.1%			.8%
Shopping/More Stores/24-hour stores/Mega-Mall.....		3.5%	8.8%	6.5%	1.1%	2.1%	4.1%
Skiing.....	2.8%		2.1%	4.1%			1.8%
More museums/Better hours.....	1.4%	.7%		2.2%			.8%
More Concerts/Theaters/Plays/Cultural events.....	9.5%	23.7%	19.6%	17.1%	24.0%	8.4%	15.8%
Amusement Park.....	2.9%	3.1%	5.8%	3.7%	5.5%	2.0%	3.5%
Equal Funding for Arts.....				1.0%			.2%
Weekend Packages/Getaways/Cheaper hotels.....	2.7%	5.7%	5.8%	4.6%	5.6%	7.0%	5.2%
Improve Traffic/Congestion/Safer drivers.....	2.7%	4.1%	7.9%	4.0%		3.1%	4.2%
Football.....		1.7%		1.2%	1.1%		.6%
Country Western concerts.....		1.8%	.9%				.5%
Trade Fairs/Swap meets.....		1.8%				1.1%	.6%
More Seminars/Educators.....	1.4%	1.4%		1.0%	1.0%	1.1%	1.0%
Outdoor Sports.....				2.1%			.4%
More Toy Stores.....					1.0%		.0%
Skydiving.....					1.0%		.0%
More Hockey.....					2.2%		.1%
Religious Events.....				1.2%			.2%
More Arts & Crafts/Art shows.....	1.4%	2.1%	.9%	1.9%	1.0%		1.2%
Air Shows.....		.7%					.1%
Water Sports.....		.7%					.1%
Better Mass Transit/Buses.....	6.8%	3.8%	3.8%	1.8%	4.5%	5.0%	4.2%
Better parking/PAC Parking/Overnight parking.....		3.1%	3.4%	1.0%	1.1%	1.2%	1.7%
Safer Downtown/Clean up 4th Ave/Close liquor stores.....		1.7%	2.5%	2.6%	2.2%	2.2%	1.9%
More Sporting Events.....	2.8%	4.4%	6.3%	5.0%	3.2%	4.5%	4.6%
Better Crime Prevention.....	2.8%	4.2%				2.1%	1.7%
Bicycle Races.....		.7%					.1%
Lower Air Fares/Transportation.....	36.6%	.7%	1.2%	3.5%	24.0%	16.6%	12.1%
More Advertising about Events.....	2.7%		1.3%	1.9%	3.3%	1.0%	1.5%
Kenai-Anchorage bridge.....		.7%					.1%
Ferry Service to Anchorage.....		1.6%					.3%
Motorized handicapped shopping carts.....		.8%					.1%
Wave machine.....		.7%					.1%
Cheaper/Safer Taxicabs.....		.9%			1.1%	1.0%	.4%
Classic Car Auctions.....					1.1%		.0%
More Jobs.....				1.9%	1.1%		.4%
Train to Alyeska.....					2.1%		.1%
Enlarge Kid's Science Fair.....					1.0%		.0%
Better Bike Trails.....			1.3%	3.0%		2.1%	1.3%
Large Screen Theater.....				1.0%			.2%
Boat Shows.....				1.0%	1.1%		.3%
Historical Visitors's Center.....			1.2%	2.4%			.7%
Fewer Tourists.....	2.8%	.7%	.8%	4.3%		1.0%	1.9%
Hair Shows.....		.8%					.1%

HELLENTHAL & ASSOCIATES

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(continued)

AREAS OF ALASKA AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	AREAS OF ALASKA						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Drag Races.....				1.0%			.2%
Pro Baseball Team.....	5.6%	1.7%	.8%	5.6%	1.1%	3.4%	3.4%
Deep Water Fishing.....	2.8%	.7%	1.2%				.9%
MatSu-Anchorage Bridge.....	1.4%						.3%
Airport Bus Shuttle.....					2.2%	4.3%	1.0%
Casino.....					1.1%		.0%
Nascar Event/More racetracks.....		1.6%				1.1%	.5%
Improve Zoo.....		.8%			1.1%	1.1%	.4%
Physician's Referral Service.....		.9%					.2%
More Campgrounds/RV Parks.....		1.6%		1.0%		1.0%	.7%
Better Restaurants.....			2.1%	2.1%		1.0%	1.0%
Better landscaping.....			.9%				.2%
More Native Food Restaurants.....						1.2%	.2%
Native non-drinking Activities/Events.....			.8%			2.1%	.6%
Teen Center for Natives.....						1.2%	.2%
More horse shows.....		.7%					.1%
Cheaper shopping/better prices.....	1.4%	.8%				4.3%	1.3%
Olympics.....	4.1%	1.8%	.8%	1.0%	1.1%	5.4%	2.6%
More dog mushing.....						1.1%	.2%
New Native Hospital.....						1.2%	.2%
More swimming pools.....		.8%				1.0%	.3%
More bingo halls.....						1.0%	.2%
Improve roads.....		1.6%	.8%			3.0%	1.1%
Extend State Fair/County Fair/Farmer's Market.....			1.7%			2.1%	.7%
Fashion shows.....		.8%					.1%
Medical Conventions.....		.8%					.1%
Publicize Lake Hood Museum.....			.8%				.2%
Develop Tourism around Boat Harbor/Oceanfront.....			2.0%				.4%
Food Fairs.....		1.7%	.9%				.5%
Move State capital to Anchorage area.....			1.3%				.2%
Open up moose hunting.....			1.3%				.2%
Better hunting.....	1.5%		.8%				.3%
Better archery facilities.....							.2%
More rodeos.....		.9%					.2%
More nightclubs.....		.8%		1.2%			.4%
More comedy shows.....		.7%		1.0%			.3%
Parades.....				1.0%			.2%
Extend Fur Rondy.....						1.1%	.2%
Discount Coupons.....		.7%					.1%
Go Cart Racing.....		.9%					.2%
Lottery.....				1.2%			.2%
More Golf Courses.....	1.3%			.9%			.2%
Non-alcoholic senior dances.....							.2%
Cheaper prices at PAC.....			1.3%				.2%
More dog shows.....					1.0%		.0%
Horse races.....			1.2%				.2%
TOTAL ROW PERCENT.....	14.8%	12.5%	13.9%	13.3%	3.1%	15.2%	72.8%

AREAS OF ALASKA AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
METHOD OF MAKING TRAVEL PLANS:							
Never been.....	17.6%	1.1%	.4%	8.5%	3.1%	2.1%	6.7%
At airport.....	7.0%	3.8%	.6%	6.7%	12.4%	13.3%	6.9%
On telephone with airlines.....	20.2%	7.0%	2.8%	14.0%	21.2%	36.8%	17.4%
Local travel agency.....	41.2%	4.6%	8.5%	19.8%	49.2%	26.4%	23.4%
Anchorage travel agency.....	1.5%		1.0%	4.4%	2.1%	5.0%	2.6%
Friend or associate.....	3.0%	1.4%	3.8%	6.3%	7.6%	7.3%	4.7%
Always Drive.....	2.4%	43.2%	36.1%	31.8%	.4%	1.6%	19.8%
Self Arranged.....	7.1%	38.9%	46.8%	8.3%	3.9%	7.6%	18.5%
ANCHORAGE DESTINATION RATING:							
Never been.....	17.6%	1.1%	.4%	8.5%	3.1%	2.1%	6.7%
Good.....	64.6%	84.6%	84.3%	81.9%	88.6%	88.4%	80.2%
Poor.....	9.5%	10.5%	9.4%	4.6%	2.2%	4.1%	7.2%
Neutral.....	8.3%	3.8%	5.9%	5.0%	6.1%	5.4%	5.9%
ALASKAN RESIDENCY:							
1984 to 1992.....	19.6%	19.2%	15.7%	31.3%	41.0%	16.9%	21.8%
1976 to 1983.....	24.7%	26.9%	26.6%	20.6%	22.0%	11.8%	21.7%
1967 to 1975.....	18.6%	27.8%	30.5%	25.9%	18.9%	12.6%	22.3%
Before 1967.....	37.1%	26.1%	27.2%	22.2%	18.1%	58.7%	34.2%
EDUCATION OF RESPONDENT:							
High School or less.....	35.2%	30.7%	31.1%	27.9%	39.8%	49.6%	35.4%
1-2 Years College.....	21.8%	27.7%	32.5%	30.2%	26.9%	21.6%	26.4%
3-4 Years College.....	27.5%	30.4%	25.1%	21.3%	19.3%	11.9%	22.7%
Post College.....	15.4%	11.1%	11.3%	20.7%	14.0%	17.0%	15.5%
HOUSEHOLD SIZE:							
One.....	20.9%	12.3%	14.0%	15.6%	8.8%	10.6%	14.8%
Two.....	36.2%	33.6%	24.8%	37.5%	23.2%	16.0%	29.5%
Three.....	14.4%	20.7%	15.3%	18.3%	24.9%	14.7%	16.8%
Four.....	16.6%	17.7%	20.0%	18.1%	22.9%	16.8%	18.0%
Five or more.....	11.9%	15.6%	26.0%	10.5%	20.2%	41.8%	20.9%
NUMBER OF ADULTS IN HOUSEHOLD:							
One.....	25.4%	19.2%	18.9%	19.5%	13.7%	15.1%	19.6%
Two.....	62.7%	70.2%	67.2%	68.2%	74.0%	60.6%	65.8%
Three.....	10.4%	8.0%	7.0%	10.0%	6.2%	14.4%	10.0%
Four.....	1.5%	1.6%	3.4%	1.5%	2.6%	5.9%	2.8%
Five.....		.5%	2.1%	.7%	2.6%	2.4%	1.2%
Six.....		.5%	.6%		.5%	1.0%	.4%
Seven.....			.8%		.5%	.5%	.3%
NUMBER OF CHILDREN OR ADOLESCENTS:							
None.....	61.0%	47.7%	44.1%	58.7%	33.0%	31.6%	48.6%
One.....	13.0%	19.9%	16.5%	16.9%	28.8%	16.6%	16.8%
Two.....	14.6%	19.1%	15.5%	14.3%	23.8%	19.3%	16.7%
Three or More.....	11.4%	13.3%	23.9%	10.1%	14.4%	32.5%	17.9%
TOTAL ROW PERCENT.....	23.5%	13.5%	17.4%	21.1%	4.5%	20.0%	100.0%

AREAS OF ALASKA AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	AREAS OF ALASKA:						TOTAL COL %
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
AGE OF RESPONDENT:							
18-29.....	16.9%	14.8%	12.8%	28.9%	27.7%	16.6%	18.9%
30-34.....	15.0%	13.1%	10.6%	14.4%	17.3%	15.7%	14.1%
35-39.....	19.2%	15.8%	21.2%	8.2%	19.4%	21.8%	17.3%
40-49.....	20.1%	28.1%	29.8%	25.6%	22.8%	23.2%	24.8%
50 Plus.....	28.7%	28.1%	25.6%	22.8%	12.9%	22.6%	24.9%
MARITAL STATUS:							
Married.....	58.2%	67.0%	66.5%	64.4%	70.9%	63.3%	63.7%
Separated.....	1.0%	3.4%	3.1%	1.2%	2.6%	2.9%	2.2%
Divorced.....	11.9%	11.8%	11.7%	9.8%	7.9%	10.3%	10.9%
Widowed.....	6.0%	3.5%	4.4%	2.8%	3.5%	2.8%	3.9%
Live Other Adult.....	11.4%	7.8%	9.2%	11.1%	10.6%	15.0%	11.2%
Live Alone.....	11.4%	6.4%	5.0%	10.8%	4.4%	5.6%	8.0%
OCCUPATION OF CHIEF WAGE EARNER:							
Local Government.....	2.4%	4.8%	4.0%	2.8%	4.4%	10.8%	4.9%
State Government.....	11.7%	5.3%	9.4%	8.6%	2.6%	7.0%	8.4%
Federal Government.....	5.0%	2.2%	4.2%	4.8%	8.9%	4.6%	4.5%
Military.....	3.9%	1.4%	2.1%	9.3%	13.4%		4.0%
Oil & Gas.....	.9%	10.9%	9.3%	1.9%	.4%	.6%	3.8%
Fishing/Timber/Mining.....	23.4%	11.0%	3.6%	1.9%	24.7%	15.3%	12.2%
Clerical/Retail/Sales.....	6.5%	8.9%	10.2%	6.5%	7.8%	5.4%	7.3%
Service.....	16.1%	23.0%	17.5%	24.2%	15.0%	14.3%	18.6%
Managers/Officials.....	3.9%	2.6%	3.3%	5.4%	2.1%	6.5%	4.4%
Professionals/Doctors/Lawyers.....	13.3%	18.0%	23.3%	20.7%	10.9%	19.3%	18.3%
Construction.....	8.9%	10.3%	11.0%	9.2%	7.6%	12.2%	10.1%
Student.....	.5%	.5%	.4%	1.7%	1.7%	.5%	.8%
Retired.....	1.9%	.5%		1.7%			.9%
Refused.....	1.4%	.4%	1.9%	1.3%	.4%	3.5%	1.7%
TOTAL 1992 HOUSEHOLD INCOME:							
Under \$26,000.....	19.0%	17.6%	20.2%	20.8%	26.0%	34.7%	22.9%
\$26,000 to \$35,999.....	13.4%	14.6%	18.5%	14.9%	13.7%	15.0%	15.1%
\$36,000 to \$45,999.....	14.4%	13.9%	11.9%	10.4%	12.5%	13.5%	12.8%
\$46,000 to \$65,999.....	29.4%	26.0%	22.3%	24.8%	25.7%	10.1%	22.6%
\$66,000 or more.....	23.8%	27.9%	27.2%	29.1%	22.1%	26.7%	26.6%
GENDER OF RESPONDENT:							
Male.....	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%
Female.....	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%
MARITAL STATUS BY GENDER (COMPUTED):							
Married Males.....	29.1%	33.5%	33.3%	32.2%	35.5%	31.7%	31.9%
Married Females.....	29.1%	33.5%	33.2%	32.2%	35.5%	31.7%	31.9%
Single Males.....	20.9%	16.5%	16.8%	17.8%	14.5%	18.3%	18.1%
Single Females.....	20.9%	16.5%	16.7%	17.8%	14.5%	18.3%	18.1%
FAMILY STATUS (COMPUTED):							
Young Single (18-37).....	15.9%	7.8%	7.9%	14.9%	7.9%	4.9%	10.6%
Adult Single (38 +).....	17.9%	10.9%	14.1%	12.7%	7.5%	12.5%	13.6%
Single Parent.....	8.0%	14.3%	11.6%	8.1%	13.7%	19.3%	12.0%
Young Couple (18-37).....	6.5%	4.4%	4.6%	11.8%	9.1%	4.2%	6.6%
Mature Couple (38 +).....	20.7%	24.5%	17.6%	19.3%	8.4%	10.0%	17.7%
Young Family (18-37).....	16.5%	16.1%	17.6%	16.5%	33.7%	17.0%	17.5%
Mature Family (38 +).....	14.6%	21.9%	26.7%	16.7%	19.7%	32.2%	21.9%
TOTAL ROW PERCENT.....	23.5%	13.5%	17.4%	21.1%	4.5%	20.0%	100.0%

AREAS OF ALASKA AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
SAMPLE SIZE = 1,232

	AREAS OF ALASKA:						TOTAL MEAN
	South- east	Kenai Penin- sula	High- ways	Fair- banks	Kodiak	Rural Alaska	
Number of Anchorage overnight trips.....	1.52	6.54	5.84	3.12	3.08	3.68	3.79
Number of Anchorage overnight trips, if made any..	3.23	7.64	10.24	4.31	3.82	4.57	5.61
Number of overnight Anchorage convention trips....	.69	.76	.96	.41	.63	1.02	.75
Number of overnight Anchorage convention trips, if made any.....	2.09	2.04	2.45	1.62	1.93	2.08	2.05
Number of non-Anchorage overnight trips.....	3.60	1.90	5.04	3.00	1.55	2.84	3.25
Number of non-Anchorage overnight trips, if made any.....	4.25	3.50	6.42	4.13	2.69	4.71	4.59
Anchorage destination rating.....	2.96	3.06	3.11	3.19	3.41	3.29	3.14
Years of Alaska residency.....	22.95	20.30	20.94	17.26	15.21	28.28	21.76
Education of respondent.....	14.18	14.22	14.04	14.52	13.58	13.24	14.02
Age of respondent.....	43.23	43.65	43.57	39.94	37.41	40.84	41.91
Household size.....	2.68	2.98	3.40	2.76	3.39	4.04	3.17
Number of adults in household.....	1.88	1.95	2.08	1.96	2.10	2.25	2.02
Children under 18.....	.80	1.03	1.33	.80	1.29	1.79	1.14
Number of children in households with children....	2.05	1.97	2.37	1.94	1.92	2.62	2.23
1992 Household income.....	51.54	58.11	57.27	55.80	49.46	46.26	53.19

SECTION V:

ANCHORAGE OVERNIGHT TRIPS BY SEASON

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

ANCHORAGE TRIPS BY SEASON AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
AREAS OF ALASKA:					
Southeast.....	9.9%	9.3%	7.9%	9.9%	9.4%
Kenai Peninsula.....	23.0%	22.5%	25.4%	23.5%	23.4%
Highways.....	28.8%	28.1%	25.9%	23.6%	26.8%
Fairbanks.....	14.6%	16.8%	16.6%	21.6%	17.4%
Kodiak.....	3.5%	3.6%	3.8%	3.6%	3.6%
Rural Alaska.....	20.2%	19.7%	20.5%	17.7%	19.4%
ANCHORAGE TRIPS BY MONTH:					
January.....		31.5%			7.5%
February.....		32.6%			7.7%
March.....		35.9%			8.5%
April.....			46.6%		7.2%
May.....			53.4%		8.2%
June.....				33.2%	9.1%
July.....				33.2%	9.1%
August.....				33.5%	9.2%
September.....	25.7%				8.6%
October.....	24.2%				8.1%
November.....	26.0%				8.7%
December.....	24.2%				8.1%
ANCHORAGE TRIPS BY PURPOSE:					
Business.....	44.6%	49.7%	44.7%	39.9%	44.5%
Pleasure.....	30.2%	28.1%	33.5%	38.5%	32.5%
A Mix.....	25.2%	22.2%	21.8%	21.6%	23.0%
ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:					
Car/Truck.....	56.0%	54.9%	56.4%	59.1%	56.6%
Air.....	43.9%	44.9%	43.5%	40.4%	43.1%
Other.....	.2%	.2%	.1%	.5%	.2%
ANCHORAGE TRIPS BY PARTY SIZE:					
One.....	56.3%	58.1%	56.1%	53.4%	55.9%
Two.....	27.3%	26.5%	28.0%	28.7%	27.6%
Three or more.....	16.4%	15.4%	15.9%	17.9%	16.5%
ANCHORAGE TRIPS BY LENGTH OF STAY:					
1 night.....	39.8%	40.8%	43.1%	41.8%	41.1%
2-3 nights.....	42.2%	40.5%	40.2%	41.0%	41.2%
4+ nights.....	18.0%	18.7%	16.7%	17.2%	17.7%
ANCHORAGE TRIPS BY HOTEL NIGHTS:					
No hotel.....	49.2%	48.1%	53.1%	55.3%	51.2%
1 night.....	21.9%	22.9%	21.3%	21.1%	21.8%
2-3 nights.....	19.9%	21.0%	18.1%	17.2%	19.1%
4+ nights.....	9.0%	8.1%	7.5%	6.4%	7.8%
TOTAL ROW PERCENT.....	33.4%	23.7%	15.4%	27.5%	100.0%

ANCHORAGE TRIPS BY SEASON AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
ANCHORAGE TRIPS BY EXPENDITURES:					
\$100 or less.....	31.8%	30.7%	33.2%	31.5%	31.7%
\$101-\$250.....	22.6%	24.7%	23.3%	22.0%	23.1%
\$251-\$500.....	27.4%	29.7%	28.4%	29.0%	28.5%
\$501 or more.....	18.1%	14.9%	15.1%	17.5%	16.7%
ANCHORAGE TRIPS BY PRIMARY DESTINATION?					
Primary Anchorage Trip.....	92.1%	90.0%	87.3%	85.6%	89.1%
Secondary Anchorage Trip.....	7.9%	10.0%	12.7%	14.4%	10.9%
PRIMARY DESTINATION:					
Anchorage.....	92.1%	90.0%	87.3%	85.6%	89.1%
Alaska.....	4.5%	6.3%	8.0%	10.6%	7.1%
Lower 49.....	3.4%	3.4%	4.4%	3.1%	3.5%
Abroad.....	.0%	.3%	.4%	.7%	.3%
PRIMARY DESTINATION:					
Anchorage.....	92.1%	90.0%	87.3%	85.6%	89.1%
Valdez.....	.4%	.5%	.8%	.4%	.5%
Homer.....	.2%	.1%	.5%	1.0%	.4%
Seward.....		.1%	.1%	.3%	.1%
Dutch Harbor.....	.2%	.0%	.2%		.1%
Georgia.....	.1%				.0%
Montana.....	.1%		.0%	.1%	.1%
Palmer.....	.3%	.2%		.5%	.3%
Wasilla.....	.4%	.6%	1.0%	.8%	.7%
Arizona.....	.3%	.4%		.1%	.2%
Prudhoe Bay.....	.1%	.3%			.1%
Denali.....	.1%		.0%	.4%	.1%
Virginia.....				.0%	.0%
California.....	.4%	.6%	.7%	.3%	.4%
Colorado.....	.0%	.3%	.7%	.1%	.2%
Kenai.....	.1%	.3%	1.2%	1.2%	.6%
Washington.....	1.1%	1.2%	1.2%	1.6%	1.3%
Skagway.....			.4%		.1%
Oregon.....	.1%	.2%	.2%	.1%	.1%
Fairbanks.....	.4%	.4%	.2%	.6%	.4%
Trading Bay.....	.1%			.2%	.1%
Canada.....				.1%	.0%
Wyoming.....	.2%			.0%	.1%
Texas.....	.1%	.3%			.1%
Brooks Range.....				.0%	.0%
New Zealand.....		.0%			.0%
Minnesota.....	.0%		.0%	.1%	.0%
Hawaii.....	.3%	.2%	.0%	.1%	.2%
Kodiak.....	.3%	.6%	1.5%	.7%	.7%
Russia.....				.2%	.1%
Soldotna.....		.3%		.2%	.1%
Sweden.....				.1%	.0%
Louisiana.....	.0%				.0%
Utah.....	.2%			.1%	.1%
Ninilchik.....			.1%		.0%

HELLENTHAL & ASSOCIATES

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(continued)

ANCHORAGE TRIPS BY SEASON AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
Petersburg.....				.1%	.0%
Kotzebue.....			.2%	.6%	.2%
Attu.....	.1%	.1%	.2%	.1%	.1%
Chignik Lake.....				.1%	.0%
Savoonga.....				.1%	.0%
Oklahoma.....	.1%		.2%		.0%
Alakanuk.....				.1%	.0%
Florida.....	.2%			.2%	.1%
Mexico.....		.1%	.2%		.1%
Point Hope.....				.1%	.0%
Hooper Bay.....		.2%		.2%	.1%
Africa.....			.2%		.0%
Michigan.....			.2%	.1%	.0%
St. Paul.....	.1%				.0%
Nome.....		.2%		.1%	.1%
Norway.....				.1%	.0%
Kaktovik.....				.1%	.0%
Germany.....				.1%	.0%
Drift River.....	.2%	.2%			.1%
Idaho.....	.1%		.2%		.1%
Selawik.....				.1%	.0%
Takotna.....				.1%	.0%
Bethel.....	.1%	.1%	.2%		.1%
Healy.....	.1%				.0%
Nenana.....		.2%			.0%
Big Lake.....	.6%	.6%	.7%	1.0%	.7%
Nebraska.....			.1%		.0%
Ohio.....			.1%		.0%
Wisconsin.....		.1%			.0%
Cordova.....			.0%	.1%	.0%
Maine.....		.1%	.2%	.0%	.1%
Indonesia.....	.0%				.0%
King Salmon.....				.4%	.1%
Haines.....		.1%			.0%
Red Dog.....	.6%	.7%	.5%	.6%	.6%
Nevada.....	.1%		.0%	.1%	.1%
Missouri.....	.1%				.0%
New York.....				.1%	.0%
Massachusetts.....	.0%		.2%		.0%
Juneau.....	.2%	.3%		.1%	.2%
Japan.....				.1%	.0%
Arkansas.....			.2%		.0%
Tok.....				.1%	.0%
Skwentna.....		.1%			.0%
India.....		.1%			.0%
Phillipines.....	.0%				.0%
Whittier.....			.2%	.1%	.1%
Chitina.....				.1%	.0%
Washington DC.....			.2%		.0%
TOTAL ROW PERCENT.....	33.4%	23.7%	15.4%	27.5%	100.0%

HELLENTHAL & ASSOCIATES

ANCHORAGE TRIPS BY SEASON AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
ALASKAN RESIDENCY:					
1984 to 1992.....	19.6%	20.3%	19.6%	19.8%	19.8%
1976 to 1983.....	16.7%	16.5%	23.1%	19.1%	18.3%
1967 to 1975.....	32.7%	32.7%	26.2%	31.9%	31.5%
Before 1967.....	30.9%	30.4%	31.0%	29.2%	30.3%
HOUSEHOLD SIZE:					
One.....	11.8%	11.1%	12.6%	12.4%	11.9%
Two.....	30.1%	30.4%	32.6%	32.3%	31.2%
Three.....	18.0%	19.3%	17.5%	18.1%	18.2%
Four.....	20.1%	20.4%	19.9%	19.3%	19.9%
Five or more.....	20.0%	18.9%	17.4%	18.0%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:					
None.....	49.8%	50.0%	51.6%	51.7%	50.6%
One.....	16.5%	17.0%	18.6%	17.8%	17.3%
Two.....	15.5%	15.6%	13.7%	14.2%	14.9%
Three or More.....	18.2%	17.4%	16.1%	16.3%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:					
Local Government.....	5.8%	5.2%	5.3%	4.9%	5.4%
State Government.....	10.1%	8.6%	7.9%	8.3%	8.9%
Federal Government.....	3.5%	4.3%	3.8%	3.9%	3.8%
Military.....	1.9%	2.0%	2.1%	3.6%	2.4%
Oil & Gas.....	6.5%	5.2%	4.4%	4.2%	5.2%
Fishing/Timber/Mining.....	6.7%	6.8%	8.5%	7.5%	7.2%
Clerical/Retail/Sales.....	5.0%	5.2%	5.8%	7.1%	5.8%
Service.....	22.5%	20.8%	22.2%	21.6%	21.8%
Managers/Officials.....	5.6%	5.8%	5.5%	5.1%	5.5%
Professionals/Doctors/Lawyers.....	19.6%	22.0%	21.7%	20.2%	20.7%
Construction.....	11.2%	12.2%	11.4%	12.2%	11.8%
Student.....	.3%	.4%	.7%	.3%	.4%
Retired.....	.7%	.7%	.2%	.5%	.6%
Refused.....	.5%	.6%	.7%	.4%	.5%
TOTAL 1992 HOUSEHOLD INCOME:					
Under \$26,000.....	13.2%	13.4%	14.5%	14.2%	13.7%
\$26,000 to \$35,999.....	15.5%	15.8%	16.8%	16.2%	16.0%
\$36,000 to \$45,999.....	8.9%	10.0%	10.0%	9.8%	9.5%
\$46,000 to \$65,999.....	25.8%	24.7%	24.5%	26.9%	25.6%
\$66,000 or more.....	36.6%	36.0%	34.2%	32.9%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					
1 trip.....	4.1%	3.3%	3.6%	6.0%	4.4%
2-5 trips.....	27.3%	26.3%	27.3%	30.7%	28.0%
6-10 trips.....	15.7%	17.6%	17.4%	16.5%	16.6%
11+ trips.....	52.9%	52.8%	51.8%	46.8%	51.0%
FAMILY STATUS (COMPUTED):					
Young Single (18-37).....	15.2%	15.6%	13.1%	12.5%	14.2%
Adult Single (38 +).....	10.0%	9.5%	10.9%	11.2%	10.4%
Single Parent.....	10.3%	10.4%	11.7%	9.5%	10.3%
Young Couple (18-37).....	8.3%	9.5%	7.2%	7.9%	8.3%
Mature Couple (38 +).....	16.3%	15.4%	20.4%	20.1%	17.7%
Young Family (18-37).....	14.9%	14.4%	14.6%	14.2%	14.6%
Mature Family (38 +).....	25.0%	25.2%	22.1%	24.6%	24.5%
TOTAL ROW PERCENT.....	33.4%	23.7%	15.4%	27.5%	100.0%

ANCHORAGE TRIPS BY SEASON AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
ANCHORAGE TRIPS = 4,669

	ANCHORAGE TRIPS BY SEASON:				TOTAL MEAN
	Fall	Winter	Spring	Summer	
Party size.....	1.74	1.70	1.74	1.79	1.75
Length of stay.....	2.54	2.63	2.52	2.67	2.59
Hotel nights.....	1.17	1.16	1.07	1.00	1.10
Expenditures.....	437.15	431.87	377.11	448.02	429.66
Years of Alaska residency.....	21.75	21.36	21.15	20.98	21.35
Household size.....	3.26	3.23	3.16	3.17	3.21
Number of adults in household.....	2.14	2.14	2.11	2.13	2.13
Children under 18.....	1.12	1.09	1.05	1.05	1.08
Number of children in households with children....	2.23	2.18	2.16	2.17	2.19
1992 Household income.....	68.37	66.68	66.37	65.55	66.89

SECTION VI:

ANCHORAGE OVERNIGHT TRIPS BY PURPOSE

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

ANCHORAGE TRIPS BY PURPOSE AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
AREAS OF ALASKA:				
Southeast.....	12.5%	7.2%	6.7%	9.4%
Kenai Peninsula.....	19.6%	26.5%	26.1%	23.4%
Highways.....	20.7%	30.8%	32.9%	26.8%
Fairbanks.....	21.7%	17.0%	9.7%	17.4%
Kodiak.....	3.5%	4.2%	2.9%	3.6%
Rural Alaska.....	22.0%	14.3%	21.7%	19.4%
ANCHORAGE TRIPS BY MONTH:				
January.....	8.1%	6.7%	7.3%	7.5%
February.....	8.7%	6.5%	7.6%	7.7%
March.....	9.7%	7.2%	8.0%	8.5%
April.....	7.5%	7.1%	6.8%	7.2%
May.....	8.0%	8.8%	7.8%	8.2%
June.....	8.3%	10.3%	9.2%	9.1%
July.....	7.7%	11.9%	8.0%	9.1%
August.....	8.7%	10.4%	8.6%	9.2%
September.....	8.6%	6.8%	11.0%	8.6%
October.....	9.1%	6.7%	8.0%	8.1%
November.....	8.6%	8.0%	9.8%	8.7%
December.....	7.2%	9.5%	7.9%	8.1%
ANCHORAGE TRIPS BY SEASON:				
Fall.....	33.5%	31.1%	36.7%	33.4%
Winter.....	26.4%	20.5%	22.9%	23.7%
Spring.....	15.4%	15.9%	14.6%	15.4%
Summer.....	24.6%	32.6%	25.8%	27.5%
ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:				
Car/Truck.....	43.2%	68.5%	66.1%	56.6%
Air.....	56.6%	31.4%	33.6%	43.1%
Other.....	.2%	.2%	.3%	.2%
ANCHORAGE TRIPS BY PARTY SIZE:				
One.....	67.6%	44.7%	49.0%	55.9%
Two.....	24.3%	30.9%	29.3%	27.6%
Three or more.....	8.1%	24.4%	21.7%	16.5%
ANCHORAGE TRIPS BY LENGTH OF STAY:				
1 night.....	47.3%	42.8%	26.5%	41.1%
2-3 nights.....	36.5%	33.6%	60.8%	41.2%
4+ nights.....	16.1%	23.6%	12.6%	17.7%
ANCHORAGE TRIPS BY HOTEL NIGHTS:				
No hotel.....	40.6%	56.4%	64.5%	51.2%
1 night.....	27.8%	21.6%	10.6%	21.8%
2-3 nights.....	23.2%	13.4%	19.4%	19.1%
4+ nights.....	8.5%	8.6%	5.6%	7.8%
TOTAL ROW PERCENT.....	44.5%	32.5%	23.0%	100.0%

ANCHORAGE TRIPS BY PURPOSE AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
ANCHORAGE TRIPS BY EXPENDITURES:				
\$100 or less.....	30.6%	30.6%	35.4%	31.7%
\$101-\$250.....	27.8%	22.8%	14.2%	23.1%
\$251-\$500.....	29.6%	27.0%	28.7%	28.5%
\$501 or more.....	12.0%	19.6%	21.7%	16.7%
ANCHORAGE TRIPS BY PRIMARY DESTINATION?				
Primary Anchorage Trip.....	90.6%	84.0%	93.3%	89.1%
Secondary Anchorage Trip.....	9.4%	16.0%	6.7%	10.9%
PRIMARY DESTINATION:				
Anchorage.....	90.6%	84.0%	93.3%	89.1%
Alaska.....	6.6%	10.7%	3.1%	7.1%
Lower 49.....	2.7%	4.5%	3.6%	3.5%
Abroad.....	.1%	.8%	.0%	.3%
PRIMARY DESTINATION:				
Anchorage.....	90.6%	84.0%	93.3%	89.1%
Valdez.....	1.0%	.2%		.5%
Homer.....	.1%	1.0%	.4%	.4%
Seward.....	.0%	.3%	.1%	.1%
Dutch Harbor.....	.2%			.1%
Georgia.....		.1%		.0%
Montana.....	.1%	.1%		.1%
Palmer.....	.1%	.7%	.1%	.3%
Wasilla.....	.1%	1.6%	.4%	.7%
Arizona.....	.2%	.3%	.2%	.2%
Prudhoe Bay.....	.1%	.1%		.1%
Denali.....		.4%	.0%	.1%
Virginia.....	.0%			.0%
California.....	.5%	.6%	.2%	.4%
Colorado.....	.1%	.5%	.2%	.2%
Kenai.....	.3%	1.2%	.2%	.6%
Washington.....	.8%	.9%	2.6%	1.3%
Skagway.....	.0%		.2%	.1%
Oregon.....	.0%	.3%	.1%	.1%
Fairbanks.....	.5%	.4%	.2%	.4%
Trading Bay.....	.2%	.1%		.1%
Canada.....		.1%		.0%
Wyoming.....	.1%	.0%		.1%
Texas.....	.2%		.0%	.1%
Brooks Range.....		.0%		.0%
New Zealand.....		.0%		.0%
Minnesota.....	.0%	.1%		.0%
Hawaii.....	.0%	.5%	.1%	.2%
Kodiak.....	1.3%	.1%	.1%	.7%
Russia.....	.1%	.1%		.1%
Soldotna.....	.1%	.2%		.1%
Sweden.....		.1%		.0%
Louisiana.....		.0%	.0%	.0%
Utah.....	.1%	.1%	.0%	.1%
Ninilchik.....		.1%		.0%

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(continued)

ANCHORAGE TRIPS BY PURPOSE AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
Petersburg.....	.1%			.0%
Kotzebue.....	.1%	.2%	.2%	.2%
Attu.....	.3%			.1%
Chignik Lake.....			.1%	.0%
Savoonga.....			.1%	.0%
Oklahoma.....	.1%	.1%		.0%
Alakanuk.....	.1%			.0%
Florida.....	.1%	.3%		.1%
Mexico.....	.1%	.1%		.1%
Point Hope.....		.1%		.0%
Hooper Bay.....	.1%	.1%	.2%	.1%
Africa.....		.1%		.0%
Michigan.....	.0%	.1%		.0%
St. Paul.....		.1%		.0%
Nome.....	.1%	.1%	.1%	.1%
Norway.....		.1%		.0%
Kaktovik.....		.1%		.0%
Germany.....		.1%		.0%
Drift River.....		.3%		.1%
Idaho.....	.1%			.1%
Selawik.....		.1%		.0%
Takotna.....		.1%		.0%
Bethel.....	.1%	.1%		.1%
Healy.....	.0%			.0%
Nenana.....	.0%		.1%	.0%
Big Lake.....		2.2%	.1%	.7%
Nebraska.....		.1%		.0%
Ohio.....		.1%		.0%
Wisconsin.....			.1%	.0%
Cordova.....	.1%		.0%	.0%
Maine.....	.1%	.1%		.1%
Indonesia.....		.0%		.0%
King Salmon.....	.1%	.2%		.1%
Haines.....		.1%		.0%
Red Dog.....	1.4%			.6%
Nevada.....		.2%		.1%
Missouri.....	.1%			.0%
New York.....		.1%		.0%
Massachusetts.....	.1%	.0%		.0%
Juneau.....	.1%	.2%	.2%	.2%
Japan.....		.1%		.0%
Arkansas.....			.1%	.0%
Tok.....		.1%		.0%
Skwentna.....		.0%		.0%
India.....		.1%		.0%
Phillipines.....	.0%		.0%	.0%
Whittier.....	.1%		.1%	.1%
Chitina.....		.1%		.0%
Washington DC.....	.1%			.0%
TOTAL ROW PERCENT.....	44.5%	32.5%	23.0%	100.0%

ANCHORAGE TRIPS BY PURPOSE AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
ALASKAN RESIDENCY:				
1984 to 1992.....	21.3%	23.7%	11.5%	19.8%
1976 to 1983.....	16.2%	20.0%	20.1%	18.3%
1967 to 1975.....	33.7%	23.9%	37.9%	31.5%
Before 1967.....	28.7%	32.4%	30.5%	30.3%
HOUSEHOLD SIZE:				
One.....	7.5%	12.6%	19.3%	11.9%
Two.....	32.1%	32.4%	27.6%	31.2%
Three.....	18.7%	16.6%	19.6%	18.2%
Four.....	22.3%	18.6%	17.3%	19.9%
Five or more.....	19.5%	19.7%	16.1%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:				
None.....	47.1%	51.7%	55.9%	50.6%
One.....	16.6%	16.5%	19.7%	17.3%
Two.....	17.6%	13.3%	12.0%	14.9%
Three or More.....	18.8%	18.4%	12.4%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:				
Local Government.....	5.8%	5.4%	4.3%	5.4%
State Government.....	7.5%	8.5%	12.3%	8.9%
Federal Government.....	5.1%	2.8%	2.9%	3.8%
Military.....	1.6%	4.1%	1.7%	2.4%
Oil & Gas.....	4.7%	7.2%	3.5%	5.2%
Fishing/Timber/Mining.....	7.1%	6.5%	8.5%	7.2%
Clerical/Retail/Sales.....	5.0%	4.9%	8.5%	5.8%
Service.....	19.3%	22.4%	25.8%	21.8%
Managers/Officials.....	5.7%	6.2%	4.1%	5.5%
Professionals/Doctors/Lawyers.....	21.7%	21.4%	17.7%	20.7%
Construction.....	15.9%	8.8%	7.9%	11.8%
Student.....	.3%	.5%	.6%	.4%
Retired.....		.4%	1.9%	.6%
Refused.....	.4%	.9%	.4%	.5%
TOTAL 1992 HOUSEHOLD INCOME:				
Under \$26,000.....	8.1%	15.7%	21.4%	13.7%
\$26,000 to \$35,999.....	18.5%	18.1%	8.5%	16.0%
\$36,000 to \$45,999.....	6.5%	11.4%	12.7%	9.5%
\$46,000 to \$65,999.....	27.6%	23.1%	25.4%	25.6%
\$66,000 or more.....	39.3%	31.8%	32.0%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:				
1 trip.....	3.8%	5.3%	4.1%	4.4%
2-5 trips.....	22.4%	36.0%	27.6%	28.0%
6-10 trips.....	15.1%	17.9%	17.7%	16.6%
11+ trips.....	58.7%	40.8%	50.6%	51.0%
FAMILY STATUS (COMPUTED):				
Young Single (18-37).....	9.4%	15.9%	21.1%	14.2%
Adult Single (38 +).....	12.0%	9.7%	8.1%	10.4%
Single Parent.....	7.7%	12.8%	11.8%	10.3%
Young Couple (18-37).....	10.3%	8.8%	3.8%	8.3%
Mature Couple (38 +).....	15.4%	17.3%	22.9%	17.7%
Young Family (18-37).....	18.1%	13.8%	8.8%	14.6%
Mature Family (38 +).....	27.1%	21.7%	23.4%	24.5%
TOTAL ROW PERCENT.....	44.5%	32.5%	23.0%	100.0%

ANCHORAGE TRIPS BY PURPOSE AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
ANCHORAGE TRIPS = 4,669

	ANCHORAGE TRIPS BY PURPOSE:			TOTAL MEAN
	Business	Pleasure	A Mix	
Party size.....	1.46	2.00	1.93	1.75
Length of stay.....	2.41	2.88	2.55	2.59
Hotel nights.....	1.31	1.00	.86	1.10
Expenditures.....	418.38	456.53	413.50	429.66
Years of Alaska residency.....	20.82	21.27	22.52	21.35
Household size.....	3.33	3.23	2.95	3.21
Number of adults in household.....	2.15	2.16	2.05	2.13
Children under 18.....	1.18	1.08	.90	1.08
Number of children in households with children....	2.23	2.23	2.05	2.19
1992 Household income.....	66.37	64.90	70.57	66.89

SECTION VII:

ANCHORAGE OVERNIGHT TRIPS BY
MODE OR TRANSPORTATION

BY

TRAVEL AND GENERAL DEMOGRAPHICS,
BEHAVIORS AND PERCEPTIONS
(COLUMN PERCENTAGES)

MODE OF TRANSPORTATION AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:			TOTAL COL %
	Car/Truck	Air	Other	
AREAS OF ALASKA:				
Southeast.....	1.0%	20.6%	12.2%	9.4%
Kenai Peninsula.....	34.7%	8.5%	18.9%	23.4%
Highways.....	42.6%	6.0%	24.1%	26.8%
Fairbanks.....	17.6%	17.1%	10.7%	17.4%
Kodiak.....	.3%	7.9%	13.0%	3.6%
Rural Alaska.....	3.8%	39.9%	21.1%	19.4%
ANCHORAGE TRIPS BY MONTH:				
January.....	6.9%	8.2%		7.5%
February.....	7.5%	8.0%	6.3%	7.7%
March.....	8.5%	8.4%	12.6%	8.5%
April.....	7.4%	6.8%	4.3%	7.2%
May.....	7.9%	8.7%	2.2%	8.2%
June.....	10.0%	8.0%	12.2%	9.1%
July.....	9.3%	8.9%		9.1%
August.....	9.3%	8.9%	41.4%	9.2%
September.....	8.6%	8.6%	2.2%	8.6%
October.....	7.5%	8.8%	10.7%	8.1%
November.....	8.9%	8.4%	8.0%	8.7%
December.....	8.0%	8.2%		8.1%
ANCHORAGE TRIPS BY SEASON:				
Fall.....	33.0%	34.0%	20.9%	33.4%
Winter.....	23.0%	24.6%	18.9%	23.7%
Spring.....	15.3%	15.5%	6.5%	15.4%
Summer.....	28.7%	25.8%	53.7%	27.5%
ANCHORAGE TRIPS BY PURPOSE:				
Business.....	33.9%	58.4%	43.2%	44.5%
Pleasure.....	39.3%	23.6%	24.6%	32.5%
A Mix.....	26.8%	17.9%	32.2%	23.0%
ANCHORAGE TRIPS BY PARTY SIZE:				
One.....	48.0%	66.2%	71.5%	55.9%
Two.....	32.4%	21.3%	17.7%	27.6%
Three or more.....	19.6%	12.5%	10.7%	16.5%
ANCHORAGE TRIPS BY LENGTH OF STAY:				
1 night.....	51.1%	28.2%	8.5%	41.1%
2-3 nights.....	38.8%	44.1%	65.1%	41.2%
4+ nights.....	10.1%	27.7%	26.3%	17.7%
ANCHORAGE TRIPS BY HOTEL NIGHTS:				
No hotel.....	66.1%	31.7%	53.8%	51.2%
1 night.....	20.8%	23.2%	12.2%	21.8%
2-3 nights.....	10.1%	31.0%	20.5%	19.1%
4+ nights.....	3.0%	14.1%	13.4%	7.8%
TOTAL ROW PERCENT.....	56.6%	43.1%	.2%	100.0%

MODE OF TRANSPORTATION AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:			TOTAL COU %
	Car/Truck	Air	Other	
ANCHORAGE TRIPS BY EXPENDITURES:				
\$100 or less.....	44.5%	14.8%	28.7%	31.7%
\$101-\$250.....	19.8%	27.3%	30.6%	23.1%
\$251-\$500.....	25.4%	32.9%	6.3%	28.5%
\$501 or more.....	10.3%	25.0%	34.4%	16.7%
ANCHORAGE TRIPS BY PRIMARY DESTINATION?				
Primary Anchorage Trip.....	92.9%	84.1%	82.9%	89.1%
Secondary Anchorage Trip.....	7.1%	15.9%	17.1%	10.9%
PRIMARY DESTINATION:				
Anchorage.....	92.9%	84.1%	82.9%	89.1%
Alaska.....	5.2%	9.6%	17.1%	7.1%
Lower 49.....	1.8%	5.7%		3.5%
Abroad.....	.1%	.6%		.3%
PRIMARY DESTINATION:				
Anchorage.....	92.9%	84.1%	82.9%	89.1%
Valdez.....	.2%	.8%		.5%
Homer.....	.5%	.3%		.4%
Seward.....	.2%	.1%		.1%
Dutch Harbor.....	.0%	.2%		.1%
Georgia.....		.1%		.0%
Montana.....	.0%	.1%		.1%
Palmer.....	.3%	.2%	12.6%	.3%
Wasilla.....	.6%	.8%		.7%
Arizona.....	.1%	.4%		.2%
Prudhoe Bay.....		.2%		.1%
Denali.....	.2%	.1%	2.2%	.1%
Virginia.....		.0%		.0%
California.....		1.0%		.4%
Colorado.....	.2%	.2%		.2%
Kenai.....	.7%	.5%		.6%
Washington.....	1.1%	1.5%		1.3%
Skagway.....	.1%			.1%
Oregon.....	.0%	.3%		.1%
Fairbanks.....	.1%	.7%	2.2%	.4%
Trading Bay.....	.2%			.1%
Canada.....	.0%			.0%
Wyoming.....		.2%		.1%
Texas.....		.2%		.1%
Brooks Range.....		.0%		.0%
New Zealand.....		.0%		.0%
Minnesota.....		.1%		.0%
Hawaii.....	.2%	.3%		.2%
Kodiak.....	.0%	1.5%		.7%
Russia.....	.0%	.1%		.1%
Soldotna.....	.1%	.1%		.1%
Sweden.....		.1%		.0%
Louisiana.....		.0%		.0%
Utah.....	.0%	.1%		.1%
Ninilchik.....	.0%			.0%

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(continued)

MODE OF TRANSPORTATION AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:			TOTAL COL %
	Car/Truck	Air	Other	
Petersburg.....		.1%		.0%
Kotzebue.....	.0%	.4%		.2%
Attu.....		.3%		.1%
Chignik Lake.....	.0%			.0%
Savoonga.....		.1%		.0%
Oklahoma.....		.1%		.0%
Alakanuk.....		.1%		.0%
Florida.....		.3%		.1%
Mexico.....		.1%		.1%
Point Hope.....		.1%		.0%
Hooper Bay.....		.2%		.1%
Africa.....		.1%		.0%
Michigan.....		.1%		.0%
St. Paul.....		.1%		.0%
Nome.....	.0%	.1%		.1%
Norway.....	.0%			.0%
Kaktovik.....	.0%			.0%
Germany.....		.1%		.0%
Drift River.....		.3%		.1%
Idaho.....	.1%	.1%		.1%
Selawik.....	.0%			.0%
Takotna.....	.0%			.0%
Bethel.....	.0%	.2%		.1%
Healy.....	.0%			.0%
Nenana.....	.1%			.0%
Big Lake.....	1.2%	.1%		.7%
Nebraska.....		.0%		.0%
Ohio.....	.0%			.0%
Wisconsin.....	.0%			.0%
Cordova.....	.0%	.1%		.0%
Maine.....		.1%		.1%
Indonesia.....		.0%		.0%
King Salmon.....	.1%	.1%		.1%
Haines.....	.0%			.0%
Red Dog.....		1.5%		.6%
Nevada.....		.1%		.1%
Missouri.....		.1%		.0%
New York.....		.1%		.0%
Massachusetts.....		.1%		.0%
Juneau.....		.4%		.2%
Japan.....		.1%		.0%
Arkansas.....		.1%		.0%
Tok.....		.1%		.0%
Skwentna.....	.0%			.0%
India.....		.1%		.0%
Phillipines.....		.0%		.0%
Whittier.....		.1%		.1%
Chitina.....	.0%			.0%
Washington DC.....		.1%		.0%
TOTAL ROW PERCENT.....	56.6%	43.1%	.2%	100.0%

MODE OF TRANSPORTATION AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:			TOTAL COL %
	Car/Truck	Air	Other	
ALASKAN RESIDENCY:				
1984 to 1992.....	16.1%	24.7%	24.6%	19.8%
1976 to 1983.....	20.2%	15.8%	21.2%	18.3%
1967 to 1975.....	38.1%	22.7%	52.0%	31.5%
Before 1967.....	25.6%	36.8%	2.2%	30.3%
HOUSEHOLD SIZE:				
One.....	13.1%	10.3%	22.0%	11.9%
Two.....	33.7%	28.0%	12.9%	31.2%
Three.....	20.3%	15.6%		18.2%
Four.....	17.8%	22.6%	34.4%	19.9%
Five or more.....	15.1%	23.5%	30.7%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:				
None.....	56.9%	42.5%	34.8%	50.6%
One.....	17.0%	17.7%		17.3%
Two.....	11.1%	19.7%	34.4%	14.9%
Three or More.....	15.0%	20.0%	30.7%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:				
Local Government.....	3.2%	8.1%		5.4%
State Government.....	8.1%	10.1%		8.9%
Federal Government.....	2.0%	6.3%		3.8%
Military.....	2.3%	2.6%	14.9%	2.4%
Oil & Gas.....	6.4%	3.8%		5.2%
Fishing/Timber/Mining.....	5.1%	9.9%	12.2%	7.2%
Clerical/Retail/Sales.....	6.8%	4.4%	2.2%	5.8%
Service.....	28.7%	12.8%	30.4%	21.8%
Managers/Officials.....	4.6%	6.7%		5.5%
Professionals/Doctors/Lawyers.....	17.9%	24.2%	35.8%	20.7%
Construction.....	13.7%	9.2%	4.4%	11.8%
Student.....	.3%	.5%		.4%
Retired.....	.5%	.8%		.6%
Refused.....	.5%	.6%		.5%
TOTAL 1992 HOUSEHOLD INCOME:				
Under \$26,000.....	14.5%	12.3%	64.1%	13.7%
\$26,000 to \$35,999.....	21.6%	8.1%		16.0%
\$36,000 to \$45,999.....	9.6%	9.4%	14.9%	9.5%
\$46,000 to \$65,999.....	29.3%	20.3%	18.9%	25.6%
\$66,000 or more.....	25.0%	49.8%	2.0%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:				
1 trip.....	3.0%	6.2%	4.3%	4.4%
2-5 trips.....	24.7%	32.3%	39.1%	28.0%
6-10 trips.....	12.3%	22.0%	56.6%	16.6%
11+ trips.....	60.0%	39.5%		51.0%
FAMILY STATUS (COMPUTED):				
Young Single (18-37).....	18.3%	8.8%	22.0%	14.2%
Adult Single (38 +).....	10.8%	9.8%		10.4%
Single Parent.....	9.7%	11.0%	24.1%	10.3%
Young Couple (18-37).....	9.3%	7.0%	10.7%	8.3%
Mature Couple (38 +).....	18.4%	16.9%	2.2%	17.7%
Young Family (18-37).....	14.7%	14.3%	36.8%	14.6%
Mature Family (38 +).....	18.7%	32.2%	4.3%	24.5%
TOTAL ROW PERCENT.....	56.6%	43.1%	.2%	100.0%

MODE OF TRANSPORTATION AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
ANCHORAGE TRIPS = 4,669

	ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:			TOTAL MEAN
	Car/Truck	Air	Other	
Party size.....	1.92	1.52	1.53	1.75
Length of stay.....	2.05	3.29	7.32	2.59
Hotel nights.....	.62	1.74	1.74	1.10
Expenditures.....	297.88	598.86	1123.1	429.66
Years of Alaska residency.....	20.92	21.96	15.79	21.35
Household size.....	3.05	3.43	3.46	3.21
Number of adults in household.....	2.11	2.16	1.54	2.13
Children under 18.....	.94	1.27	1.92	1.08
Number of children in households with children....	2.17	2.21	2.94	2.19
1992 Household income.....	59.28	78.10	26.85	66.89

SECTION VIII:

ANCHORAGE OVERNIGHT TRIPS BY PARTY SIZE

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

ANCHORAGE TRIPS BY PARTY SIZE AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PARTY SIZE:			TOTAL COL %
	One	Two	Three Plus	
AREAS OF ALASKA:				
Southeast.....	12.5%	7.1%	3.1%	9.4%
Kenai Peninsula.....	19.9%	28.0%	27.4%	23.4%
Highways.....	24.4%	29.8%	29.8%	26.8%
Fairbanks.....	18.7%	14.2%	18.4%	17.4%
Kodiak.....	3.3%	4.1%	3.9%	3.6%
Rural Alaska.....	21.3%	16.8%	17.5%	19.4%
ANCHORAGE TRIPS BY MONTH:				
January.....	7.8%	6.8%	7.4%	7.5%
February.....	7.3%	8.4%	8.0%	7.7%
March.....	9.5%	7.5%	6.7%	8.5%
April.....	7.2%	7.1%	7.2%	7.2%
May.....	8.2%	8.5%	7.6%	8.2%
June.....	8.7%	9.2%	10.5%	9.1%
July.....	8.9%	9.6%	9.1%	9.1%
August.....	8.6%	9.8%	10.2%	9.2%
September.....	8.3%	10.0%	6.9%	8.6%
October.....	9.1%	6.1%	7.9%	8.1%
November.....	8.8%	8.8%	8.3%	8.7%
December.....	7.4%	8.2%	10.2%	8.1%
ANCHORAGE TRIPS BY SEASON:				
Fall.....	33.7%	33.1%	33.2%	33.4%
Winter.....	24.6%	22.7%	22.1%	23.7%
Spring.....	15.4%	15.6%	14.8%	15.4%
Summer.....	26.3%	28.6%	29.9%	27.5%
ANCHORAGE TRIPS BY PURPOSE:				
Business.....	53.8%	39.2%	21.9%	44.5%
Pleasure.....	26.0%	36.4%	48.0%	32.5%
A Mix.....	20.2%	24.4%	30.2%	23.0%
ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:				
Car/Truck.....	48.6%	66.5%	67.3%	56.6%
Air.....	51.1%	33.3%	32.5%	43.1%
Other.....	.3%	.2%	.2%	.2%
ANCHORAGE TRIPS BY LENGTH OF STAY:				
1 night.....	41.6%	45.1%	32.6%	41.1%
2-3 nights.....	40.7%	40.9%	43.1%	41.2%
4+ nights.....	17.6%	14.0%	24.3%	17.7%
ANCHORAGE TRIPS BY HOTEL NIGHTS:				
No hotel.....	50.1%	51.9%	54.0%	51.2%
1 night.....	24.6%	20.3%	14.9%	21.8%
2-3 nights.....	18.4%	22.6%	16.0%	19.1%
4+ nights.....	6.9%	5.2%	15.2%	7.8%
TOTAL ROW PERCENT.....	55.9%	27.6%	16.5%	100.0%

ANCHORAGE TRIPS BY PARTY SIZE AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PARTY SIZE:			TOTAL COL %
	One	Two	Three Plus	
ANCHORAGE TRIPS BY EXPENDITURES:				
\$100 or less.....	38.6%	24.5%	20.2%	31.7%
\$101-\$250.....	25.2%	21.8%	17.7%	23.1%
\$251-\$500.....	26.0%	31.9%	31.4%	28.5%
\$501 or more.....	10.1%	21.7%	30.7%	16.7%
ANCHORAGE TRIPS BY PRIMARY DESTINATION?				
Primary Anchorage Trip.....	89.9%	88.1%	87.9%	89.1%
Secondary Anchorage Trip.....	10.1%	11.9%	12.1%	10.9%
PRIMARY DESTINATION:				
Anchorage.....	89.9%	88.1%	87.9%	89.1%
Alaska.....	6.1%	8.9%	7.5%	7.1%
Lower 49.....	3.7%	2.5%	4.2%	3.5%
Abroad.....	.2%	.5%	.5%	.3%
PRIMARY DESTINATION:				
Anchorage.....	89.9%	88.1%	87.9%	89.1%
Valdez.....	.1%	1.6%	.1%	.5%
Homer.....	.2%	.5%	1.2%	.4%
Seward.....		.4%	.2%	.1%
Dutch Harbor.....	.2%			.1%
Georgia.....			.2%	.0%
Montana.....	.1%		.1%	.1%
Palmer.....	.2%	.5%	.2%	.3%
Wasilla.....	.3%	.1%	2.7%	.7%
Arizona.....	.1%	.2%	.5%	.2%
Prudhoe Bay.....	.2%			.1%
Denali.....	.0%	.3%	.3%	.1%
Virginia.....	.0%			.0%
California.....	.4%	.5%	.6%	.4%
Colorado.....	.2%	.4%	.2%	.2%
Kenai.....	.6%	.6%	.5%	.6%
Washington.....	1.9%	.3%	.9%	1.3%
Skagway.....	.1%	.1%		.1%
Oregon.....	.1%	.1%	.4%	.1%
Fairbanks.....	.5%	.1%	.5%	.4%
Trading Bay.....	.1%	.1%		.1%
Canada.....		.1%		.0%
Wyoming.....	.1%	.1%	.0%	.1%
Texas.....	.2%			.1%
Brooks Range.....		.0%		.0%
New Zealand.....	.0%	.0%		.0%
Minnesota.....	.1%	.0%		.0%
Hawaii.....	.1%	.4%	.1%	.2%
Kodiak.....	.5%	1.2%	.3%	.7%
Russia.....	.1%	.1%		.1%
Soldotna.....	.1%		.3%	.1%
Sweden.....			.2%	.0%
Louisiana.....	.0%		.0%	.0%
Utah.....	.1%	.1%	.1%	.1%
Ninilchik.....	.0%			.0%

HELLENTHAL & ASSOCIATES

ANCHORAGE TRIPS BY PARTY SIZE AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PARTY SIZE:			TOTAL COL %
	One	Two	Three Plus	
Petersburg.....	.1%			.0%
Kotzebue.....	.2%		.5%	.2%
Attu.....	.2%			.1%
Chignik Lake.....			.2%	.0%
Savoonga.....	.0%			.0%
Oklahoma.....	.0%	.1%		.0%
Alakanuk.....		.1%		.0%
Florida.....	.1%	.2%	.0%	.1%
Mexico.....		.2%		.1%
Point Hope.....		.1%		.0%
Hooper Bay.....	.2%			.1%
Africa.....	.1%			.0%
Michigan.....	.0%		.2%	.0%
St. Paul.....	.0%			.0%
Nome.....	.0%	.1%	.2%	.1%
Norway.....			.2%	.0%
Kaktovik.....			.2%	.0%
Germany.....		.1%		.0%
Drift River.....	.2%			.1%
Idaho.....			.4%	.1%
Selawik.....	.0%			.0%
Takotna.....	.0%			.0%
Bethel.....	.2%			.1%
Healy.....	.0%			.0%
Nenana.....	.0%		.1%	.0%
Big Lake.....	.1%	2.4%		.7%
Nebraska.....	.0%			.0%
Ohio.....		.1%		.0%
Wisconsin.....			.1%	.0%
Cordova.....	.1%			.0%
Maine.....	.1%			.1%
Indonesia.....	.0%			.0%
King Salmon.....	.1%	.3%		.1%
Haines.....			.2%	.0%
Red Dog.....	1.1%			.6%
Nevada.....	.1%		.0%	.1%
Missouri.....	.1%			.0%
New York.....			.2%	.0%
Massachusetts.....	.0%	.0%		.0%
Juneau.....	.2%	.2%		.2%
Japan.....	.1%			.0%
Arkansas.....			.2%	.0%
Tok.....		.1%		.0%
Skwentna.....		.1%		.0%
India.....	.0%			.0%
Phillipines.....			.1%	.0%
Whittier.....	.1%	.1%		.1%
Chitina.....		.1%		.0%
Washington DC.....	.1%			.0%
TOTAL ROW PERCENT.....	55.9%	27.6%	16.5%	100.0%

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PAGES 58 & 59

ANCHORAGE TRIPS BY PARTY SIZE AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PARTY SIZE:			TOTAL COL %
	One	Two	Three Plus	
ALASKAN RESIDENCY:				
1984 to 1992.....	21.4%	19.3%	15.5%	19.8%
1976 to 1983.....	17.5%	15.7%	25.5%	18.3%
1967 to 1975.....	31.5%	35.4%	25.0%	31.5%
Before 1967.....	29.6%	29.7%	34.0%	30.3%
HOUSEHOLD SIZE:				
One.....	21.3%			11.9%
Two.....	32.2%	47.7%		31.2%
Three.....	13.1%	23.8%	26.1%	18.2%
Four.....	17.6%	13.5%	38.5%	19.9%
Five or more.....	15.8%	15.0%	35.4%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:				
None.....	57.9%	59.9%	10.6%	50.6%
One.....	14.8%	15.9%	28.1%	17.3%
Two.....	12.8%	11.7%	27.4%	14.9%
Three or More.....	14.5%	12.5%	34.0%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:				
Local Government.....	5.4%	3.2%	8.8%	5.4%
State Government.....	11.2%	4.2%	8.9%	8.9%
Federal Government.....	4.5%	3.6%	2.2%	3.8%
Military.....	2.0%	1.4%	5.6%	2.4%
Oil & Gas.....	4.4%	5.3%	7.9%	5.2%
Fishing/Timber/Mining.....	7.5%	7.0%	6.6%	7.2%
Clerical/Retail/Sales.....	5.5%	6.5%	5.4%	5.8%
Service.....	24.5%	20.0%	15.7%	21.8%
Managers/Officials.....	5.4%	6.3%	4.3%	5.5%
Professionals/Doctors/Lawyers.....	22.9%	16.8%	19.4%	20.7%
Construction.....	5.6%	23.5%	12.9%	11.8%
Student.....	.6%	.3%	.1%	.4%
Retired.....	.2%	.4%	2.1%	.6%
Refused.....	.2%	1.5%	.1%	.5%
TOTAL 1992 HOUSEHOLD INCOME:				
Under \$26,000.....	17.0%	8.8%	11.1%	13.7%
\$26,000 to \$35,999.....	11.3%	30.0%	8.5%	16.0%
\$36,000 to \$45,999.....	7.8%	8.7%	16.4%	9.5%
\$46,000 to \$65,999.....	28.9%	18.8%	26.1%	25.6%
\$66,000 or more.....	34.9%	33.7%	37.9%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:				
1 trip.....	3.7%	5.3%	5.1%	4.4%
2-5 trips.....	25.1%	30.1%	34.5%	28.0%
6-10 trips.....	15.4%	19.6%	15.7%	16.6%
11+ trips.....	55.9%	44.9%	44.8%	51.0%
FAMILY STATUS (COMPUTED):				
Young Single (18-37).....	18.6%	9.3%	7.7%	14.2%
Adult Single (38 +).....	14.1%	9.1%		10.4%
Single Parent.....	6.8%	8.2%	25.6%	10.3%
Young Couple (18-37).....	9.0%	11.8%	.2%	8.3%
Mature Couple (38 +).....	16.3%	29.7%	2.7%	17.7%
Young Family (18-37).....	13.1%	13.0%	22.2%	14.6%
Mature Family (38 +).....	22.2%	18.9%	41.7%	24.5%
TOTAL ROW PERCENT.....	55.9%	27.6%	16.5%	100.0%

ANCHORAGE TRIPS BY PARTY SIZE AMONG ALL ANCHORAGE TRIPS
 BY
 TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
 ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
 ANCHORAGE TRIPS = 4,669

	ANCHORAGE TRIPS BY PARTY SIZE:			TOTAL MEAN
	One	Two	Three Plus	
Party size.....	1.00	2.00	3.85	1.75
Length of stay.....	2.47	2.50	3.17	2.59
Hotel nights.....	1.04	1.04	1.42	1.10
Expenditures.....	298.96	526.50	709.94	429.66
Years of Alaska residency.....	21.25	21.58	21.33	21.35
Household size.....	2.86	3.19	4.44	3.21
Number of adults in household.....	1.95	2.32	2.42	2.13
Children under 18.....	.91	.87	2.02	1.08
Number of children in households with children....	2.16	2.17	2.26	2.19
1992 Household income.....	63.97	61.84	84.56	66.89

SECTION IX:

ANCHORAGE OVERNIGHT TRIPS BY LENGTH OF STAY

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

ANCHORAGE TRIPS BY LENGTH OF STAY AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY LENGTH OF STAY:			TOTAL COL %
	One Night	Two or Three Nights	Four or more Nights	
AREAS OF ALASKA:				
Southeast.....	5.3%	12.0%	13.1%	9.4%
Kenai Peninsula.....	33.4%	20.7%	6.2%	23.4%
Highways.....	31.8%	25.5%	18.0%	26.8%
Fairbanks.....	18.5%	16.8%	16.1%	17.4%
Kodiak.....	2.8%	4.2%	4.2%	3.6%
Rural Alaska.....	8.2%	20.7%	42.3%	19.4%
ANCHORAGE TRIPS BY MONTH:				
January.....	8.2%	6.6%	7.8%	7.5%
February.....	7.3%	8.0%	8.0%	7.7%
March.....	8.0%	8.7%	9.1%	8.5%
April.....	7.4%	6.9%	7.3%	7.2%
May.....	8.7%	8.1%	7.1%	8.2%
June.....	9.4%	10.1%	6.3%	9.1%
July.....	9.0%	8.8%	10.2%	9.1%
August.....	9.5%	8.5%	10.2%	9.2%
September.....	8.2%	9.5%	7.3%	8.6%
October.....	8.1%	8.0%	8.3%	8.1%
November.....	8.4%	9.1%	8.4%	8.7%
December.....	7.7%	7.7%	9.9%	8.1%
ANCHORAGE TRIPS BY SEASON:				
Fall.....	32.4%	34.3%	33.9%	33.4%
Winter.....	23.5%	23.3%	24.9%	23.7%
Spring.....	16.1%	15.0%	14.5%	15.4%
Summer.....	28.0%	27.4%	26.7%	27.5%
ANCHORAGE TRIPS BY PURPOSE:				
Business.....	51.3%	39.5%	40.4%	44.5%
Pleasure.....	33.9%	26.5%	43.2%	32.5%
A Mix.....	14.8%	34.0%	16.4%	23.0%
ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:				
Car/Truck.....	70.4%	53.4%	32.3%	56.6%
Air.....	29.6%	46.2%	67.4%	43.1%
Other.....	.1%	.4%	.4%	.2%
ANCHORAGE TRIPS BY PARTY SIZE:				
One.....	56.6%	55.3%	55.6%	55.9%
Two.....	30.3%	27.4%	21.8%	27.6%
Three or more.....	13.1%	17.3%	22.7%	16.5%
ANCHORAGE TRIPS BY HOTEL NIGHTS:				
No hotel.....	49.1%	53.5%	51.0%	51.2%
1 night.....	50.9%	1.7%	1.0%	21.8%
2-3 nights.....		44.8%	3.9%	19.1%
4+ nights.....			44.1%	7.8%
TOTAL ROW PERCENT.....	41.1%	41.2%	17.7%	100.0%

ANCHORAGE TRIPS BY LENGTH OF STAY AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS
COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY LENGTH OF STAY:			TOTAL COL %
	One Night	Two or Three Nights	Four or more Nights	
ANCHORAGE TRIPS BY EXPENDITURES:				
\$100 or less.....	50.7%	23.2%	7.2%	31.7%
\$101-\$250.....	31.6%	20.3%	9.5%	23.1%
\$251-\$500.....	14.2%	40.0%	35.0%	28.5%
\$501 or more.....	3.4%	16.4%	48.2%	16.7%
ANCHORAGE TRIPS BY PRIMARY DESTINATION?				
Primary Anchorage Trip.....	83.7%	91.7%	95.3%	89.1%
Secondary Anchorage Trip.....	16.3%	8.3%	4.7%	10.9%
PRIMARY DESTINATION:				
Anchorage.....	83.7%	91.7%	95.3%	89.1%
Alaska.....	11.5%	4.6%	2.9%	7.1%
Lower 49.....	4.3%	3.5%	1.6%	3.5%
Abroad.....	.5%	.2%	.2%	.3%
PRIMARY DESTINATION:				
Anchorage.....	83.7%	91.7%	95.3%	89.1%
Valdez.....	1.2%	.1%		.5%
Homer.....	.7%	.3%	.2%	.4%
Seward.....	.1%	.2%		.1%
Dutch Harbor.....	.2%	.0%	.2%	.1%
Georgia.....	.1%			.0%
Montana.....	.1%	.0%		.1%
Palmer.....	.4%	.3%		.3%
Wasilla.....	.5%	.9%	.4%	.7%
Arizona.....	.3%	.2%		.2%
Prudhoe Bay.....	.2%			.1%
Denali.....	.1%	.2%	.1%	.1%
Virginia.....		.0%		.0%
California.....	.7%	.4%	.0%	.4%
Colorado.....	.3%	.3%	.0%	.2%
Kenai.....	1.0%	.4%	.2%	.6%
Washington.....	1.4%	1.5%	.3%	1.3%
Skagway.....		.0%	.2%	.1%
Oregon.....	.2%	.1%	.1%	.1%
Fairbanks.....	.6%	.3%	.2%	.4%
Trading Bay.....	.0%	.2%		.1%
Canada.....		.1%		.0%
Wyoming.....	.1%	.0%		.1%
Texas.....	.1%	.0%	.1%	.1%
Brooks Range.....			.0%	.0%
New Zealand.....	.0%			.0%
Minnesota.....	.1%	.0%		.0%
Hawaii.....	.2%	.2%	.3%	.2%
Kodiak.....	1.4%	.1%	.1%	.7%
Russia.....	.1%			.1%
Soldotna.....	.2%	.1%		.1%
Sweden.....	.1%			.0%
Louisiana.....	.0%			.0%
Utah.....	.1%	.1%		.1%
Ninilchik.....	.0%			.0%

ANCHORAGE TRIPS BY LENGTH OF STAY AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY LENGTH OF STAY:			TOTAL COL %
	One Night	Two or Three Nights	Four or more Nights	
Petersburg.....	.1%			.0%
Kotzebue.....	.1%	.2%	.3%	.2%
Attu.....	.2%	.1%		.1%
Chignik Lake.....			.2%	.0%
Savoonga.....		.1%		.0%
Oklahoma.....		.1%		.0%
Alakanuk.....	.1%			.0%
Florida.....	.1%		.5%	.1%
Mexico.....	.1%	.1%		.1%
Point Hope.....		.1%		.0%
Hooper Bay.....	.1%	.1%	.1%	.1%
Africa.....	.1%	.1%		.0%
Michigan.....	.1%	.1%		.0%
St. Paul.....			.1%	.0%
Nome.....	.1%	.1%		.1%
Norway.....	.1%			.0%
Kaktovik.....	.1%			.0%
Germany.....			.2%	.0%
Drift River.....	.3%			.1%
Idaho.....	.1%	.1%		.1%
Selawik.....	.0%			.0%
Takotna.....	.0%			.0%
Bethel.....	.1%	.1%		.1%
Healy.....	.0%			.0%
Nenana.....	.0%	.0%		.0%
Big Lake.....	1.6%	.1%	.1%	.7%
Nebraska.....	.0%			.0%
Ohio.....		.0%		.0%
Wisconsin.....	.0%			.0%
Cordova.....	.1%			.0%
Maine.....	.1%	.1%		.1%
Indonesia.....			.0%	.0%
King Salmon.....	.3%			.1%
Haines.....	.1%			.0%
Red Dog.....	1.3%	.2%		.6%
Nevada.....	.1%		.1%	.1%
Missouri.....	.1%			.0%
New York.....		.1%		.0%
Massachusetts.....	.1%	.0%		.0%
Juneau.....	.2%	.2%		.2%
Japan.....	.1%			.0%
Arkansas.....		.1%		.0%
Tok.....		.1%		.0%
Skwentna.....	.0%			.0%
India.....	.1%			.0%
Phillipines.....	.0%		.0%	.0%
Whittier.....			.3%	.1%
Chitina.....			.1%	.0%
Washington DC.....		.1%		.0%
TOTAL ROW PERCENT.....	41.1%	41.2%	17.7%	100.0%

ANCHORAGE TRIPS BY LENGTH OF STAY AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY LENGTH OF STAY:			TOTAL COL %
	One Night	Two or Three Nights	Four or more Nights	
ALASKAN RESIDENCY:				
1984 to 1992.....	22.5%	18.4%	17.0%	19.8%
1976 to 1983.....	21.0%	17.9%	13.1%	18.3%
1967 to 1975.....	32.7%	32.8%	25.5%	31.5%
Before 1967.....	23.7%	30.9%	44.5%	30.3%
HOUSEHOLD SIZE:				
One.....	9.8%	14.2%	11.3%	11.9%
Two.....	35.2%	31.4%	21.3%	31.2%
Three.....	23.7%	14.7%	13.6%	18.2%
Four.....	19.6%	19.1%	22.6%	19.9%
Five or more.....	11.6%	20.6%	31.2%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:				
None.....	53.4%	52.0%	41.0%	50.6%
One.....	22.0%	14.6%	12.7%	17.3%
Two.....	13.1%	14.4%	20.2%	14.9%
Three or More.....	11.5%	19.0%	26.0%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:				
Local Government.....	4.5%	5.0%	8.2%	5.4%
State Government.....	9.2%	10.5%	4.6%	8.9%
Federal Government.....	1.7%	4.5%	7.1%	3.8%
Military.....	1.4%	2.8%	4.1%	2.4%
Oil & Gas.....	4.7%	6.8%	2.8%	5.2%
Fishing/Timber/Mining.....	7.9%	6.0%	8.5%	7.2%
Clerical/Retail/Sales.....	6.1%	6.0%	4.3%	5.8%
Service.....	27.2%	18.9%	16.1%	21.8%
Managers/Officials.....	5.3%	6.7%	3.3%	5.5%
Professionals/Doctors/Lawyers.....	18.4%	21.2%	24.8%	20.7%
Construction.....	12.7%	9.4%	15.0%	11.8%
Student.....	.5%	.3%	.6%	.4%
Retired.....		1.4%	.2%	.6%
Refused.....	.5%	.6%	.4%	.5%
TOTAL 1992 HOUSEHOLD INCOME:				
Under \$26,000.....	9.0%	16.7%	18.2%	13.7%
\$26,000 to \$35,999.....	24.8%	9.5%	10.1%	16.0%
\$36,000 to \$45,999.....	9.4%	7.9%	13.9%	9.5%
\$46,000 to \$65,999.....	28.6%	22.8%	25.2%	25.6%
\$66,000 or more.....	28.2%	43.1%	32.5%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:				
1 trip.....	3.1%	4.3%	7.4%	4.4%
2-5 trips.....	21.8%	29.4%	39.3%	28.0%
6-10 trips.....	12.1%	19.0%	21.4%	16.6%
11+ trips.....	63.0%	47.3%	31.9%	51.0%
FAMILY STATUS (COMPUTED):				
Young Single (18-37).....	12.6%	15.7%	14.8%	14.2%
Adult Single (38 +).....	14.3%	7.0%	9.1%	10.4%
Single Parent.....	7.0%	9.4%	20.1%	10.3%
Young Couple (18-37).....	11.7%	6.2%	5.3%	8.3%
Mature Couple (38 +).....	14.8%	23.2%	11.7%	17.7%
Young Family (18-37).....	17.5%	13.2%	10.9%	14.6%
Mature Family (38 +).....	22.1%	25.4%	27.9%	24.5%
TOTAL ROW PERCENT.....	41.1%	41.2%	17.7%	100.0%

HELLENTHAL & ASSOCIATES

ANCHORAGE TRIPS BY LENGTH OF STAY AMONG ALL ANCHORAGE TRIPS
 BY
 TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
 ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
 ANCHORAGE TRIPS = 4,669

	ANCHORAGE TRIPS BY LENGTH OF STAY:			TOTAL MEAN
	One Night	Two or Three Nights	Four or more Nights	
Party size.....	1.67	1.78	1.85	1.75
Length of stay.....	1.00	2.38	6.79	2.59
Hotel nights.....	.51	1.08	2.54	1.10
Expenditures.....	176.39	396.78	1092.3	429.66
Years of Alaska residency.....	19.41	21.82	24.77	21.35
Household size.....	2.98	3.20	3.77	3.21
Number of adults in household.....	2.09	2.09	2.32	2.13
Children under 18.....	.89	1.11	1.45	1.08
Number of children in households with children....	1.92	2.32	2.46	2.19
1992 Household income.....	63.53	69.04	70.03	66.89

SECTION X:

ANCHORAGE OVERNIGHT TRIPS BY HOTEL NIGHTS

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

ANCHORAGE TRIPS BY HOTEL NIGHTS AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY HOTEL NIGHTS:				TOTAL COL %
	No Hotel	One Night	Two or Three Nights	Four or more Nights	
AREAS OF ALASKA:					
Southeast.....	5.6%	8.8%	17.2%	17.5%	9.4%
Kenai Peninsula.....	28.0%	29.5%	12.0%	3.4%	23.4%
Highways.....	37.1%	16.3%	14.1%	19.1%	26.8%
Fairbanks.....	12.5%	28.2%	20.2%	12.7%	17.4%
Kodiak.....	2.0%	4.6%	6.7%	3.9%	3.6%
Rural Alaska.....	14.8%	12.7%	29.8%	43.3%	19.4%
ANCHORAGE TRIPS BY MONTH:					
January.....	6.5%	9.4%	7.6%	7.6%	7.5%
February.....	7.6%	7.0%	8.3%	9.3%	7.7%
March.....	8.1%	8.4%	10.0%	7.6%	8.5%
April.....	7.4%	6.8%	6.1%	9.6%	7.2%
May.....	8.6%	8.3%	8.4%	5.1%	8.2%
June.....	9.7%	8.8%	9.3%	6.3%	9.1%
July.....	10.5%	8.6%	7.0%	7.1%	9.1%
August.....	9.5%	9.2%	8.5%	8.9%	9.2%
September.....	8.5%	8.2%	9.6%	7.9%	8.6%
October.....	7.2%	8.5%	9.0%	10.2%	8.1%
November.....	8.4%	9.1%	8.4%	10.3%	8.7%
December.....	8.0%	7.8%	7.7%	10.1%	8.1%
ANCHORAGE TRIPS BY SEASON:					
Fall.....	32.1%	33.6%	34.7%	38.5%	33.4%
Winter.....	22.2%	24.8%	26.0%	24.5%	23.7%
Spring.....	15.9%	15.0%	14.5%	14.6%	15.4%
Summer.....	29.7%	26.6%	24.8%	22.4%	27.5%
ANCHORAGE TRIPS BY PURPOSE:					
Business.....	35.3%	56.7%	53.9%	48.2%	44.5%
Pleasure.....	35.8%	32.2%	22.8%	35.5%	32.5%
A Mix.....	28.9%	11.1%	23.3%	16.3%	23.0%
ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:					
Car/Truck.....	73.0%	54.1%	29.9%	21.8%	56.6%
Air.....	26.7%	45.8%	69.9%	77.8%	43.1%
Other.....	.3%	.1%	.3%	.4%	.2%
ANCHORAGE TRIPS BY PARTY SIZE:					
One.....	54.6%	63.1%	53.6%	49.5%	55.9%
Two.....	28.0%	25.7%	32.6%	18.4%	27.6%
Three or more.....	17.4%	11.3%	13.8%	32.0%	16.5%
ANCHORAGE TRIPS BY LENGTH OF STAY:					
1 night.....	39.3%	96.0%			41.1%
2-3 nights.....	43.0%	3.2%	96.4%		41.2%
4+ nights.....	17.7%	.8%	3.6%	100.0%	17.7%
TOTAL ROW PERCENT.....	51.2%	21.8%	19.1%	7.8%	100.0%

ANCHORAGE TRIPS BY HOTEL NIGHTS AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY HOTEL NIGHTS:				TOTAL COL %
	No Hotel	One Night	Two or Three Nights	Four or more Nights	
ANCHORAGE TRIPS BY EXPENDITURES:					
\$100 or less.....	44.8%	35.1%	5.1%	1.5%	31.7%
\$101-\$250.....	19.0%	42.7%	17.5%	8.1%	23.1%
\$251-\$500.....	24.4%	17.2%	52.6%	28.7%	28.5%
\$501 or more.....	11.8%	5.0%	24.8%	61.6%	16.7%
ANCHORAGE TRIPS BY PRIMARY DESTINATION?					
Primary Anchorage Trip.....	89.8%	80.5%	93.6%	97.0%	89.1%
Secondary Anchorage Trip.....	10.2%	19.5%	6.4%	3.0%	10.9%
PRIMARY DESTINATION:					
Anchorage.....	89.8%	80.5%	93.6%	97.0%	89.1%
Alaska.....	6.6%	13.1%	3.8%	2.1%	7.1%
Lower 49.....	3.3%	5.9%	2.3%	.8%	3.5%
Abroad.....	.3%	.5%	.3%	.1%	.3%
PRIMARY DESTINATION:					
Anchorage.....	89.8%	80.5%	93.6%	97.0%	89.1%
Valdez.....	.2%	1.9%			.5%
Homer.....	.6%	.6%			.4%
Seward.....	.1%	.2%	.3%		.1%
Dutch Harbor.....	.0%	.3%	.2%		.1%
Georgia.....		.1%			.0%
Montana.....	.1%				.1%
Palmer.....	.3%	.4%	.2%		.3%
Wasilla.....	1.0%	.4%	.1%	.1%	.7%
Arizona.....	.2%	.4%	.2%		.2%
Prudhoe Bay.....	.0%	.3%			.1%
Denali.....	.2%	.1%	.1%	.1%	.1%
Virginia.....			.0%		.0%
California.....	.2%	1.0%	.6%		.4%
Colorado.....	.4%	.2%	.0%		.2%
Kenai.....	.8%	.2%	.6%	.4%	.6%
Washington.....	1.2%	2.5%	.5%		1.3%
Skagway.....	.1%		.1%		.1%
Oregon.....	.3%	.0%			.1%
Fairbanks.....	.3%	.8%	.3%	.1%	.4%
Trading Bay.....	.2%				.1%
Canada.....	.1%				.0%
Wyoming.....	.1%	.1%	.1%		.1%
Texas.....	.1%	.1%	.1%	.3%	.1%
Brooks Range.....	.0%				.0%
New Zealand.....		.0%			.0%
Minnesota.....	.0%	.0%	.0%		.0%
Hawaii.....	.2%	.2%	.0%	.4%	.2%
Kodiak.....	.2%	2.5%	.1%	.1%	.7%
Russia.....	.1%	.1%			.1%
Soldotna.....	.1%	.2%			.1%
Sweden.....		.2%			.0%
Louisiana.....		.0%			.0%
Utah.....	.1%	.1%	.1%		.1%
Ninilchik.....	.0%				.0%

HELLENTHAL & ASSOCIATES

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(continued)

ANCHORAGE TRIPS BY HOTEL NIGHTS AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY HOTEL NIGHTS:				TOTAL COL %
	No Hotel	One Night	Two or Three Nights	Four or more Nights	
Petersburg.....		.1%			.0%
Kotzebue.....	.2%	.1%	.1%	.3%	.2%
Attu.....	.0%	.4%			.1%
Chignik Lake.....	.1%				.0%
Savoonga.....			.1%		.0%
Oklahoma.....	.0%		.1%		.0%
Alakanuk.....	.0%				.0%
Florida.....	.1%	.3%	.1%		.1%
Mexico.....	.1%		.1%		.1%
Point Hope.....			.1%		.0%
Hooper Bay.....	.0%	.1%	.3%		.1%
Africa.....			.2%		.0%
Michigan.....		.1%	.1%		.0%
St. Paul.....				.3%	.0%
Nome.....	.1%	.1%	.2%		.1%
Norway.....	.1%				.0%
Kaktovik.....	.1%				.0%
Germany.....	.1%				.0%
Drift River.....		.5%			.1%
Idaho.....		.3%			.1%
Selawik.....	.0%				.0%
Takotna.....		.1%			.0%
Bethel.....	.0%	.2%	.1%		.1%
Healy.....		.1%			.0%
Nenana.....	.0%	.1%			.0%
Big Lake.....	1.5%				.7%
Nebraska.....	.0%				.0%
Ohio.....	.0%				.0%
Wisconsin.....	.0%				.0%
Cordova.....	.1%				.0%
Maine.....	.1%				.1%
Indonesia.....	.0%				.0%
King Salmon.....	.1%	.1%			.1%
Haines.....		.1%			.0%
Red Dog.....		2.5%	.4%		.6%
Nevada.....	.1%	.0%			.1%
Missouri.....		.1%			.0%
New York.....			.1%		.0%
Massachusetts.....	.0%	.1%			.0%
Juneau.....	.1%	.4%	.3%		.2%
Japan.....		.1%			.0%
Arkansas.....	.0%				.0%
Tok.....			.1%		.0%
Skwentna.....		.1%			.0%
India.....	.0%				.0%
Phillipines.....		.0%		.1%	.0%
Whittier.....				.8%	.1%
Chitina.....	.0%				.0%
Washington DC.....			.1%		.0%
TOTAL ROW PERCENT.....	51.2%	21.8%	19.1%	7.8%	100.0%

ANCHORAGE TRIPS BY HOTEL NIGHTS AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY HOTEL NIGHTS:				TOTAL COL %
	No Hotel	One Night	Two or Three Nights	Four or more Nights	
ALASKAN RESIDENCY:					
1984 to 1992.....	12.7%	30.0%	27.1%	20.2%	19.8%
1976 to 1983.....	19.8%	18.9%	15.9%	12.9%	18.3%
1967 to 1975.....	35.6%	31.3%	27.9%	13.7%	31.5%
Before 1967.....	31.8%	19.8%	29.1%	53.3%	30.3%
HOUSEHOLD SIZE:					
One.....	12.7%	14.1%	7.9%	10.5%	11.9%
Two.....	33.4%	32.5%	27.4%	22.4%	31.2%
Three.....	21.2%	13.9%	16.4%	15.2%	18.2%
Four.....	18.7%	25.3%	20.3%	12.1%	19.9%
Five or more.....	14.1%	14.3%	28.1%	39.8%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:					
None.....	55.6%	50.8%	43.7%	34.6%	50.6%
One.....	18.6%	18.5%	13.1%	15.6%	17.3%
Two.....	12.6%	17.6%	18.3%	14.3%	14.9%
Three or More.....	13.2%	13.2%	25.0%	35.5%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:					
Local Government.....	3.1%	7.7%	7.8%	7.9%	5.4%
State Government.....	10.5%	4.8%	11.1%	4.7%	8.9%
Federal Government.....	2.5%	2.7%	7.0%	7.9%	3.8%
Military.....	1.9%	2.3%	2.7%	5.7%	2.4%
Oil & Gas.....	5.2%	5.0%	5.9%	4.1%	5.2%
Fishing/Timber/Mining.....	5.8%	9.6%	7.5%	8.9%	7.2%
Clerical/Retail/Sales.....	6.4%	7.1%	3.8%	2.8%	5.8%
Service.....	25.5%	25.0%	11.6%	13.6%	21.8%
Managers/Officials.....	4.0%	8.1%	7.5%	2.8%	5.5%
Professionals/Doctors/Lawyers.....	18.8%	21.5%	22.4%	25.9%	20.7%
Construction.....	14.4%	4.8%	11.3%	15.3%	11.8%
Student.....	.5%	.5%	.1%	.3%	.4%
Retired.....	1.1%	.2%	.2%		.6%
Refused.....	.3%	.9%	1.0%		.5%
TOTAL 1992 HOUSEHOLD INCOME:					
Under \$26,000.....	15.8%	13.0%	9.1%	12.7%	13.7%
\$26,000 to \$35,999.....	23.6%	6.8%	7.4%	9.7%	16.0%
\$36,000 to \$45,999.....	10.8%	5.8%	7.0%	18.3%	9.5%
\$46,000 to \$65,999.....	23.9%	35.1%	22.2%	18.3%	25.6%
\$66,000 or more.....	25.9%	39.2%	54.4%	41.0%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					
1 trip.....	3.4%	3.6%	6.7%	6.9%	4.4%
2-5 trips.....	25.2%	27.8%	34.4%	31.7%	28.0%
6-10 trips.....	15.2%	14.6%	23.4%	14.3%	16.6%
11+ trips.....	56.1%	54.1%	35.5%	47.1%	51.0%
FAMILY STATUS (COMPUTED):					
Young Single (18-37).....	18.4%	11.5%	7.8%	10.2%	14.2%
Adult Single (38 +).....	13.9%	6.2%	7.6%	5.6%	10.4%
Single Parent.....	11.8%	3.5%	8.7%	23.8%	10.3%
Young Couple (18-37).....	5.5%	16.9%	7.6%	4.5%	8.3%
Mature Couple (38 +).....	17.9%	16.1%	20.7%	14.3%	17.7%
Young Family (18-37).....	15.6%	15.7%	13.5%	7.3%	14.6%
Mature Family (38 +).....	17.0%	30.0%	34.2%	34.3%	24.5%
TOTAL ROW PERCENT.....	51.2%	21.8%	19.1%	7.8%	100.0%

ANCHORAGE TRIPS BY HOTEL NIGHTS AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
ANCHORAGE TRIPS = 4,669

	ANCHORAGE TRIPS BY HOTEL NIGHTS:				TOTAL MEAN
	No Hotel	One Night	Two or Three Nights	Four or more Nights	
Party size.....	1.77	1.57	1.74	2.11	1.75
Length of stay.....	2.79	1.08	2.53	5.73	2.59
Hotel nights.....		1.00	2.37	5.52	1.10
Expenditures.....	354.39	214.22	494.02	1365.1	429.66
Years of Alaska residency.....	22.51	18.33	20.18	25.06	21.35
Household size.....	3.00	3.07	3.59	4.06	3.21
Number of adults in household.....	2.09	2.06	2.21	2.39	2.13
Children under 18.....	.91	1.01	1.39	1.67	1.08
Number of children in households with children....	2.05	2.06	2.46	2.55	2.19
1992 Household income.....	58.30	69.79	77.95	93.04	66.89

SECTION XI:

ANCHORAGE OVERNIGHT TRIPS BY EXPENDITURES

BY

TRAVEL AND GENERAL DEMOGRAPHICS,
BEHAVIORS AND PERCEPTIONS
(COLUMN PERCENTAGES)

ANCHORAGE TRIPS BY EXPENDITURES AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY EXPENDITURES:				TOTAL COL %
	\$100 or less	\$101 to \$250	\$251 to \$500	\$501 or more	
AREAS OF ALASKA:					
Southeast.....	3.5%	10.5%	10.5%	17.2%	9.4%
Kenai Peninsula.....	30.1%	24.1%	22.7%	10.7%	23.4%
Highways.....	40.4%	26.0%	16.4%	19.6%	26.8%
Fairbanks.....	15.8%	21.0%	19.1%	12.6%	17.4%
Kodiak.....	1.7%	4.3%	3.9%	5.9%	3.6%
Rural Alaska.....	8.5%	14.1%	27.4%	34.0%	19.4%
ANCHORAGE TRIPS BY MONTH:					
January.....	7.6%	8.6%	7.4%	5.8%	7.5%
February.....	7.2%	8.4%	7.9%	7.5%	7.7%
March.....	8.2%	8.4%	9.3%	7.8%	8.5%
April.....	7.2%	7.2%	7.1%	7.2%	7.2%
May.....	8.8%	8.3%	8.2%	6.8%	8.2%
June.....	9.5%	8.2%	10.5%	7.5%	9.1%
July.....	9.6%	8.8%	8.4%	10.0%	9.1%
August.....	8.3%	9.3%	9.1%	11.2%	9.2%
September.....	8.3%	9.6%	9.0%	7.1%	8.6%
October.....	8.0%	8.6%	8.4%	7.1%	8.1%
November.....	9.4%	7.3%	8.8%	9.3%	8.7%
December.....	7.9%	7.4%	6.0%	12.8%	8.1%
ANCHORAGE TRIPS BY SEASON:					
Fall.....	33.6%	32.8%	32.1%	36.2%	33.4%
Winter.....	23.0%	25.4%	24.6%	21.1%	23.7%
Spring.....	16.1%	15.5%	15.3%	13.9%	15.4%
Summer.....	27.4%	26.2%	28.0%	28.7%	27.5%
ANCHORAGE TRIPS BY PURPOSE:					
Business.....	43.0%	53.7%	46.1%	32.0%	44.5%
Pleasure.....	31.4%	32.1%	30.8%	38.1%	32.5%
A Mix.....	25.6%	14.2%	23.1%	29.9%	23.0%
ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:					
Car/Truck.....	79.6%	48.7%	50.3%	34.9%	56.6%
Air.....	20.2%	51.0%	49.6%	64.6%	43.1%
Other.....	.2%	.3%	.1%	.5%	.2%
ANCHORAGE TRIPS BY PARTY SIZE:					
One.....	68.1%	61.2%	51.0%	33.8%	55.9%
Two.....	21.4%	26.1%	30.8%	35.8%	27.6%
Three or more.....	10.5%	12.7%	18.2%	30.4%	16.5%
ANCHORAGE TRIPS BY LENGTH OF STAY:					
1 night.....	65.8%	56.4%	20.5%	8.3%	41.1%
2-3 nights.....	30.2%	36.3%	57.7%	40.5%	41.2%
4+ nights.....	4.0%	7.3%	21.8%	51.2%	17.7%
ANCHORAGE TRIPS BY HOTEL NIGHTS:					
No hotel.....	72.4%	42.3%	43.7%	36.2%	51.2%
1 night.....	24.1%	40.4%	13.2%	6.5%	21.8%
2-3 nights.....	3.1%	14.5%	35.2%	28.4%	19.1%
4+ nights.....	.4%	2.8%	7.9%	28.9%	7.8%
TOTAL ROW PERCENT.....	31.7%	23.1%	28.5%	16.7%	100.0%

ANCHORAGE TRIPS BY EXPENDITURES AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY EXPENDITURES:				TOTAL COL %
	\$100 or less	\$101 to \$250	\$251 to \$500	\$501 or more	
ANCHORAGE TRIPS BY PRIMARY DESTINATION?					
Primary Anchorage Trip.....	87.9%	84.3%	92.1%	92.6%	89.1%
Secondary Anchorage Trip.....	12.1%	15.7%	7.9%	7.4%	10.9%
PRIMARY DESTINATION:					
Anchorage.....	87.9%	84.3%	92.1%	92.6%	89.1%
Alaska.....	7.5%	11.9%	3.7%	5.6%	7.1%
Lower 49.....	4.1%	3.7%	3.6%	1.7%	3.5%
Abroad.....	.4%	.2%	.5%	.1%	.3%
PRIMARY DESTINATION:					
Anchorage.....	87.9%	84.3%	92.1%	92.6%	89.1%
Valdez.....	.2%	1.9%			.5%
Homer.....	.5%	.5%	.4%	.3%	.4%
Seward.....	.1%		.2%	.2%	.1%
Dutch Harbor.....	.0%	.2%		.4%	.1%
Georgia.....			.1%		.0%
Montana.....	.2%				.1%
Palmer.....	.2%	.6%	.2%	.1%	.3%
Wasilla.....	1.2%	.3%	.3%	.7%	.7%
Arizona.....	.2%	.6%	.0%		.2%
Prudhoe Bay.....	.2%			.1%	.1%
Denali.....		.3%	.0%	.4%	.1%
Virginia.....	.0%				.0%
California.....	.6%	.4%	.5%	.1%	.4%
Colorado.....	.4%	.4%	.0%	.0%	.2%
Kenai.....	.9%	.7%	.6%		.6%
Washington.....	1.0%	.8%	2.5%	.3%	1.3%
Skagway.....		.1%		.2%	.1%
Oregon.....	.2%	.1%	.0%	.1%	.1%
Fairbanks.....	.5%	.6%	.2%	.3%	.4%
Trading Bay.....		.3%		.1%	.1%
Canada.....	.1%				.0%
Wyoming.....	.0%	.1%	.1%		.1%
Texas.....	.2%			.2%	.1%
Brooks Range.....				.0%	.0%
New Zealand.....	.0%	.0%			.0%
Minnesota.....	.0%	.1%			.0%
Hawaii.....	.2%	.2%	.1%	.4%	.2%
Kodiak.....	.3%	1.8%	.2%	.4%	.7%
Russia.....			.2%		.1%
Soldotna.....	.2%	.2%			.1%
Sweden.....		.2%			.0%
Louisiana.....	.0%		.0%		.0%
Utah.....	.2%	.0%		.2%	.1%
Ninilchik.....	.1%				.0%
Petersburg.....		.1%			.0%
Kotzebue.....	.1%	.2%	.2%	.3%	.2%
Attu.....			.4%		.1%
Chignik Lake.....				.2%	.0%

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(continued)

ANCHORAGE TRIPS BY EXPENDITURES AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY EXPENDITURES:				TOTAL COL %
	\$100 or less	\$101 to \$250	\$251 to \$500	\$501 or more	
Savoonga.....			.1%		.0%
Oklahoma.....		.2%			.0%
Alakanuk.....	.1%				.0%
Florida.....	.1%	.1%	.1%	.2%	.1%
Mexico.....	.1%		.1%		.1%
Point Hope.....				.2%	.0%
Hooper Bay.....		.1%	.1%	.3%	.1%
Africa.....			.1%		.0%
Michigan.....	.1%	.0%	.1%		.0%
St. Paul.....			.1%		.0%
Nome.....	.1%		.2%		.1%
Norway.....	.1%				.0%
Kaktovik.....	.1%				.0%
Germany.....			.1%		.0%
Drift River.....		.5%			.1%
Idaho.....		.3%			.1%
Selawik.....	.1%				.0%
Takotna.....		.1%			.0%
Bethel.....	.1%	.2%		.1%	.1%
Healy.....	.1%				.0%
Nenana.....	.1%			.1%	.0%
Big Lake.....	2.1%	.1%		.4%	.7%
Nebraska.....	.1%				.0%
Ohio.....		.1%			.0%
Wisconsin.....	.1%				.0%
Cordova.....	.1%		.0%		.0%
Maine.....	.1%	.1%			.1%
Indonesia.....		.0%			.0%
King Salmon.....	.2%	.1%			.1%
Haines.....	.1%				.0%
Red Dog.....		2.5%	.1%		.6%
Nevada.....	.1%		.1%		.1%
Missouri.....	.1%				.0%
New York.....				.2%	.0%
Massachusetts.....	.1%	.0%			.0%
Juneau.....		.2%	.2%	.3%	.2%
Japan.....	.1%				.0%
Arkansas.....	.1%				.0%
Tok.....			.1%		.0%
Skwentna.....	.0%				.0%
India.....	.1%				.0%
Phillipines.....				.1%	.0%
Whittier.....				.4%	.1%
Chitina.....			.1%		.0%
Washington DC.....			.1%		.0%
TOTAL ROW PERCENT.....	31.7%	23.1%	28.5%	16.7%	100.0%

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PAGES 73 & 74

ANCHORAGE TRIPS BY EXPENDITURES AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY EXPENDITURES:				TOTAL COL %
	\$100 or less	\$101 to \$250	\$251 to \$500	\$501 or more	
ALASKAN RESIDENCY:					
1984 to 1992.....	15.7%	26.4%	20.8%	17.0%	19.8%
1976 to 1983.....	15.0%	20.0%	21.2%	17.4%	18.3%
1967 to 1975.....	41.7%	28.5%	27.8%	22.6%	31.5%
Before 1967.....	27.6%	25.1%	30.2%	43.0%	30.3%
HOUSEHOLD SIZE:					
One.....	14.3%	17.2%	6.6%	9.0%	11.9%
Two.....	36.5%	32.2%	29.5%	22.5%	31.2%
Three.....	20.7%	14.1%	20.7%	15.0%	18.2%
Four.....	17.9%	22.5%	22.6%	15.7%	19.9%
Five or more.....	10.6%	14.0%	20.7%	37.8%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:					
None.....	58.9%	53.0%	48.8%	34.9%	50.6%
One.....	18.6%	16.1%	17.8%	15.7%	17.3%
Two.....	11.8%	19.0%	14.6%	15.8%	14.9%
Three or More.....	10.8%	11.9%	18.9%	33.6%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:					
Local Government.....	3.5%	3.9%	6.7%	8.5%	5.4%
State Government.....	9.5%	10.5%	7.7%	7.7%	8.9%
Federal Government.....	1.4%	2.9%	6.4%	5.4%	3.8%
Military.....	1.3%	2.7%	2.0%	4.9%	2.4%
Oil & Gas.....	4.9%	5.1%	5.9%	5.0%	5.2%
Fishing/Timber/Mining.....	5.0%	8.8%	6.2%	10.9%	7.2%
Clerical/Retail/Sales.....	6.5%	4.8%	7.7%	2.2%	5.8%
Service.....	33.5%	19.3%	14.9%	14.9%	21.8%
Managers/Officials.....	3.8%	7.7%	4.1%	8.0%	5.5%
Professionals/Doctors/Lawyers.....	18.2%	21.9%	25.2%	15.9%	20.7%
Construction.....	11.5%	11.5%	11.0%	13.9%	11.8%
Student.....	.5%	.4%	.4%	.4%	.4%
Retired.....	.4%	.4%	1.2%	.8%	.6%
Refused.....	.4%		.7%	1.3%	.5%
TOTAL 1992 HOUSEHOLD INCOME:					
Under \$26,000.....	14.0%	16.8%	11.6%	12.7%	13.7%
\$26,000 to \$35,999.....	26.2%	15.8%	8.7%	8.1%	16.0%
\$36,000 to \$45,999.....	8.0%	9.0%	9.6%	13.4%	9.5%
\$46,000 to \$65,999.....	26.6%	22.1%	28.5%	23.5%	25.6%
\$66,000 or more.....	25.2%	36.3%	41.6%	42.4%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					
1 trip.....	3.2%	3.9%	4.1%	7.6%	4.4%
2-5 trips.....	17.3%	30.9%	30.3%	40.4%	28.0%
6-10 trips.....	9.7%	17.7%	20.8%	21.0%	16.6%
11+ trips.....	69.8%	47.5%	44.8%	30.9%	51.0%
FAMILY STATUS (COMPUTED):					
Young Single (18-37).....	13.5%	19.1%	14.6%	8.2%	14.2%
Adult Single (38 +).....	15.7%	11.6%	5.6%	6.7%	10.4%
Single Parent.....	9.5%	5.6%	10.4%	18.1%	10.3%
Young Couple (18-37).....	13.5%	6.2%	5.6%	5.9%	8.3%
Mature Couple (38 +).....	16.1%	16.2%	22.9%	14.0%	17.7%
Young Family (18-37).....	12.2%	14.4%	16.3%	16.3%	14.6%
Mature Family (38 +).....	19.4%	26.9%	24.5%	30.7%	24.5%
TOTAL ROW PERCENT.....	31.7%	23.1%	28.5%	16.7%	100.0%

HELLENTHAL & ASSOCIATES

ANCHORAGE TRIPS BY EXPENDITURES AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
ANCHORAGE TRIPS = 4,669

	ANCHORAGE TRIPS BY EXPENDITURES:				TOTAL MEAN
	\$100 or less	\$101 to \$250	\$251 to \$500	\$501 or more	
Party size.....	1.49	1.62	1.81	2.32	1.75
Length of stay.....	1.60	1.84	2.77	5.21	2.59
Hotel nights.....	.34	.84	1.35	2.50	1.10
Expenditures.....	65.61	185.72	379.69	1542.2	429.66
Years of Alaska residency.....	21.68	19.30	21.16	23.91	21.35
Household size.....	2.84	2.92	3.40	4.00	3.21
Number of adults in household.....	2.04	1.96	2.26	2.32	2.13
Children under 18.....	.80	.96	1.14	1.68	1.08
Number of children in households with children....	1.96	2.05	2.22	2.58	2.19
1992 Household income.....	64.81	61.14	64.40	83.33	66.89

SECTION XII:

ANCHORAGE OVERNIGHT TRIPS BY
PRIMARY DESTINATION

BY

TRAVEL AND GENERAL DEMOGRAPHICS,
BEHAVIORS AND PERCEPTIONS
(COLUMN PERCENTAGES)

ANCHORAGE TRIPS BY PRIMARY DESTINATION AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PRIMARY DESTINATION:		TOTAL COL %
	Anchorage	Elsewhere	
AREAS OF ALASKA:			
Southeast.....	9.6%	8.0%	9.4%
Kenai Peninsula.....	23.2%	24.7%	23.4%
Highways.....	27.9%	17.4%	26.8%
Fairbanks.....	17.2%	18.8%	17.4%
Kodiak.....	3.4%	5.1%	3.6%
Rural Alaska.....	18.6%	26.0%	19.4%
ANCHORAGE TRIPS BY MONTH:			
January.....	7.6%	6.6%	7.5%
February.....	7.8%	6.9%	7.7%
March.....	8.5%	8.2%	8.5%
April.....	7.3%	6.4%	7.2%
May.....	7.8%	11.5%	8.2%
June.....	8.9%	11.1%	9.1%
July.....	8.7%	12.7%	9.1%
August.....	8.8%	12.5%	9.2%
September.....	8.8%	6.4%	8.6%
October.....	8.5%	5.0%	8.1%
November.....	9.2%	4.9%	8.7%
December.....	8.1%	7.9%	8.1%
ANCHORAGE TRIPS BY SEASON:			
Fall.....	34.6%	24.2%	33.4%
Winter.....	23.9%	21.6%	23.7%
Spring.....	15.1%	17.9%	15.4%
Summer.....	26.4%	36.3%	27.5%
ANCHORAGE TRIPS BY PURPOSE:			
Business.....	45.3%	38.3%	44.5%
Pleasure.....	30.7%	47.5%	32.5%
A Mix.....	24.1%	14.2%	23.0%
ANCHORAGE TRIPS BY MODE OF TRANSPORTATION:			
Car/Truck.....	59.1%	36.8%	56.6%
Air.....	40.7%	62.8%	43.1%
Other.....	.2%	.4%	.2%
ANCHORAGE TRIPS BY PARTY SIZE:			
One.....	56.4%	51.6%	55.9%
Two.....	27.3%	30.1%	27.6%
Three or more.....	16.3%	18.4%	16.5%
ANCHORAGE TRIPS BY LENGTH OF STAY:			
1 night.....	38.6%	61.2%	41.1%
2-3 nights.....	42.4%	31.1%	41.2%
4+ nights.....	19.0%	7.7%	17.7%
ANCHORAGE TRIPS BY HOTEL NIGHTS:			
No hotel.....	51.6%	47.9%	51.2%
1 night.....	19.7%	38.9%	21.8%
2-3 nights.....	20.1%	11.1%	19.1%
4+ nights.....	8.5%	2.1%	7.8%
TOTAL ROW PERCENT.....	89.1%	10.9%	100.0%

ANCHORAGE TRIPS BY PRIMARY DESTINATION AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PRIMARY DESTINATION:		TOTAL COL %
	Anchorage	Elsewhere	
ANCHORAGE TRIPS BY EXPENDITURES:			
\$100 or less.....	31.3%	35.0%	31.7%
\$101-\$250.....	21.8%	33.2%	23.1%
\$251-\$500.....	29.5%	20.5%	28.5%
\$501 or more.....	17.4%	11.3%	16.7%
ANCHORAGE TRIPS BY PRIMARY DESTINATION?			
Primary Anchorage Trip.....	100.0%		89.1%
Secondary Anchorage Trip.....		100.0%	10.9%
PRIMARY DESTINATION:			
Anchorage.....	100.0%		89.1%
Valdez.....		4.6%	.5%
Homer.....		4.0%	.4%
Seward.....		1.3%	.1%
Dutch Harbor.....		1.0%	.1%
Georgia.....		.2%	.0%
Montana.....		.5%	.1%
Palmer.....		2.6%	.3%
Wasilla.....		6.0%	.7%
Arizona.....		2.0%	.2%
Prudhoe Bay.....		.9%	.1%
Denali.....		1.2%	.1%
Virginia.....		.0%	.0%
California.....		4.1%	.4%
Colorado.....		2.2%	.2%
Kenai.....		5.5%	.6%
Washington.....		11.7%	1.3%
Skagway.....		.5%	.1%
Oregon.....		1.3%	.1%
Fairbanks.....		3.7%	.4%
Trading Bay.....		.9%	.1%
Canada.....		.2%	.0%
Wyoming.....		.7%	.1%
Texas.....		.9%	.1%
Brooks Range.....		.0%	.0%
New Zealand.....		.1%	.0%
Minnesota.....		.3%	.0%
Hawaii.....		1.8%	.2%
Kodiak.....		6.0%	.7%
Russia.....		.5%	.1%
Soldotna.....		1.0%	.1%
Sweden.....		.4%	.0%
Louisiana.....		.1%	.0%
Utah.....		.7%	.1%
Ninilchik.....		.2%	.0%
Petersburg.....		.3%	.0%
Kotzebue.....		1.7%	.2%
Attu.....		1.1%	.1%
Chignik Lake.....		.3%	.0%

ANCHORAGE TRIPS BY PRIMARY DESTINATION AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PRIMARY DESTINATION:		TOTAL COL %
	Anchorage	Elsewhere	
Savoonga.....		.2%	.0%
Oklahoma.....		.4%	.0%
Alakanuk.....		.2%	.0%
Florida.....		1.1%	.1%
Mexico.....		.5%	.1%
Point Hope.....		.3%	.0%
Hooper Bay.....		1.0%	.1%
Africa.....		.3%	.0%
Michigan.....		.4%	.0%
St. Paul.....		.2%	.0%
Nome.....		.8%	.1%
Norway.....		.3%	.0%
Kaktovik.....		.3%	.0%
Germany.....		.3%	.0%
Drift River.....		1.0%	.1%
Idaho.....		.5%	.1%
Selawik.....		.2%	.0%
Takotna.....		.2%	.0%
Bethel.....		.9%	.1%
Healy.....		.2%	.0%
Nenana.....		.4%	.0%
Big Lake.....		6.8%	.7%
Nebraska.....		.2%	.0%
Ohio.....		.2%	.0%
Wisconsin.....		.2%	.0%
Cordova.....		.4%	.0%
Maine.....		.5%	.1%
Indonesia.....		.0%	.0%
King Salmon.....		1.0%	.1%
Haines.....		.2%	.0%
Red Dog.....		5.7%	.6%
Nevada.....		.5%	.1%
Missouri.....		.3%	.0%
New York.....		.3%	.0%
Massachusetts.....		.3%	.0%
Juneau.....		1.5%	.2%
Japan.....		.3%	.0%
Arkansas.....		.2%	.0%
Tok.....		.3%	.0%
Skwentna.....		.1%	.0%
India.....		.2%	.0%
Phillipines.....		.1%	.0%
Whittier.....		.6%	.1%
Chitina.....		.2%	.0%
Washington DC.....		.3%	.0%
TOTAL ROW PERCENT.....	89.1%	10.9%	100.0%

ANCHORAGE TRIPS BY PRIMARY DESTINATION AMONG ALL ANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANCHORAGE TRIPS = 4,669; MARGIN OF ERROR = + OR - 1.43%

	ANCHORAGE TRIPS BY PRIMARY DESTINATION:		TOTAL COL %
	Anchorage	Elsewhere	
ALASKAN RESIDENCY:			
1984 to 1992.....	19.0%	26.7%	19.8%
1976 to 1983.....	18.4%	17.9%	18.3%
1967 to 1975.....	32.1%	26.4%	31.5%
Before 1967.....	30.5%	29.0%	30.3%
HOUSEHOLD SIZE:			
One.....	12.2%	9.1%	11.9%
Two.....	30.8%	34.5%	31.2%
Three.....	18.9%	12.8%	18.2%
Four.....	18.6%	31.0%	19.9%
Five or more.....	19.6%	12.7%	18.8%
NUMBER OF CHILDREN OR ADOLESCENTS:			
None.....	50.8%	49.2%	50.6%
One.....	17.4%	16.1%	17.3%
Two.....	13.9%	23.1%	14.9%
Three or More.....	17.9%	11.5%	17.2%
OCCUPATION OF CHIEF WAGE EARNER:			
Local Government.....	5.4%	5.0%	5.4%
State Government.....	9.5%	4.5%	8.9%
Federal Government.....	3.9%	2.9%	3.8%
Military.....	2.7%	.5%	2.4%
Oil & Gas.....	5.2%	5.1%	5.2%
Fishing/Timber/Mining.....	6.3%	14.3%	7.2%
Clerical/Retail/Sales.....	5.9%	4.4%	5.8%
Service.....	21.9%	20.8%	21.8%
Managers/Officials.....	4.9%	10.1%	5.5%
Professionals/Doctors/Lawyers.....	20.2%	24.4%	20.7%
Construction.....	12.5%	6.0%	11.8%
Student.....	.3%	1.1%	.4%
Retired.....	.7%		.6%
Refused.....	.5%	.7%	.5%
TOTAL 1992 HOUSEHOLD INCOME:			
Under \$26,000.....	14.3%	9.4%	13.7%
\$26,000 to \$35,999.....	16.5%	11.7%	16.0%
\$36,000 to \$45,999.....	9.7%	8.1%	9.5%
\$46,000 to \$65,999.....	26.2%	21.1%	25.6%
\$66,000 or more.....	33.3%	49.7%	35.1%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:			
1 trip.....	4.1%	6.8%	4.4%
2-5 trips.....	27.0%	36.4%	28.0%
6-10 trips.....	16.4%	18.1%	16.6%
11+ trips.....	52.5%	38.8%	51.0%
FAMILY STATUS (COMPUTED):			
Young Single (18-37).....	14.5%	12.2%	14.2%
Adult Single (38 +).....	10.8%	6.8%	10.4%
Single Parent.....	10.6%	7.6%	10.3%
Young Couple (18-37).....	8.1%	9.9%	8.3%
Mature Couple (38 +).....	17.4%	20.3%	17.7%
Young Family (18-37).....	14.4%	15.9%	14.6%
Mature Family (38 +).....	24.1%	27.3%	24.5%
TOTAL ROW PERCENT.....	89.1%	10.9%	100.0%

ANCHORAGE TRIPS BY PRIMARY DESTINATION AMONG ALL ANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
ANCHORAGE TRIPS = 4,669

	ANCHORAGE TRIPS BY PRIMARY DESTINATION:		TOTAL MEAN
	Anchorage	Elsewhere	
Party size.....	1.74	1.82	1.75
Length of stay.....	2.68	1.90	2.59
Hotel nights.....	1.14	.78	1.10
Expenditures.....	443.01	320.89	429.66
Years of Alaska residency.....	21.65	18.93	21.35
Household size.....	3.23	3.11	3.21
Number of adults in household.....	2.13	2.09	2.13
Children under 18.....	1.09	1.02	1.08
Number of children in households with children....	2.22	2.00	2.19
1992 Household income.....	66.51	70.04	66.89

SECTION XIII:

NONANCHORAGE OVERNIGHT TRIPS BY SEASON

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

NONANCHORAGE TRIPS BY SEASON AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
AREAS OF ALASKA:					
Southeast.....	28.4%	30.8%	24.2%	22.0%	26.0%
Kenai Peninsula.....	8.2%	9.7%	7.4%	6.8%	7.9%
Highways.....	26.1%	25.3%	25.7%	29.2%	26.9%
Fairbanks.....	16.2%	15.5%	21.9%	23.5%	19.5%
Kodiak.....	2.1%	2.3%	2.3%	1.9%	2.1%
Rural Alaska.....	18.9%	16.5%	18.5%	16.6%	17.5%
NONANCHORAGE TRIPS BY MONTH:					
January.....		30.7%			6.6%
February.....		33.7%			7.3%
March.....		35.7%			7.7%
April.....			46.5%		7.3%
May.....			53.5%		8.4%
June.....				31.9%	11.1%
July.....				35.2%	12.2%
August.....				32.9%	11.4%
September.....	26.0%				7.2%
October.....	24.6%				6.9%
November.....	23.5%				6.6%
December.....	25.9%				7.2%
NONANCHORAGE TRIPS BY PURPOSE:					
Business.....	46.5%	50.9%	43.9%	35.8%	43.3%
Pleasure.....	37.7%	35.4%	42.1%	51.8%	42.8%
A Mix.....	15.8%	13.6%	14.0%	12.4%	13.9%
NONANCHORAGE TRIPS BY PRIMARY DESTINATION:					
Aleutians East.....	.9%	.9%	.2%	.4%	.6%
Aleutians West.....	2.3%	2.4%	2.3%	1.1%	1.9%
Bethel.....	2.6%	2.0%	2.3%	2.7%	2.4%
Bristol Bay.....	.2%	.3%	.9%	.8%	.5%
Denali.....	.6%	1.1%	1.5%	3.5%	1.9%
Dillingham.....	.4%		.4%	.2%	.2%
Fairbanks North Star.....	13.5%	13.4%	12.4%	10.5%	12.3%
Haines.....	.5%	.3%	.7%	1.1%	.7%

NONANCHORAGE TRIPS BY SEASON AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
Juneau.....	4.5%	4.7%	5.0%	3.9%	4.4%
Kenai Peninsula.....	5.1%	4.8%	6.6%	10.8%	7.2%
Ketchikan.....	1.1%	1.6%	1.4%	1.7%	1.4%
Kodiak.....	1.2%	1.4%	1.1%	.9%	1.1%
Lake & Peninsula.....	.3%	.1%			.1%
Matanuska-Susitna.....	3.6%	4.1%	3.8%	2.9%	3.5%
Nome.....	1.8%	1.9%	2.5%	1.9%	2.0%
North Slope.....	4.9%	5.6%	4.2%	3.4%	4.4%
Northwest Arctic.....	2.0%	2.1%	1.5%	1.5%	1.8%
Prince of Wales/Outer Ketchikan.....		.2%	.4%	.3%	.2%
Sitka.....	1.3%	1.4%	1.4%	1.0%	1.2%
Skagway-Yakutat-Angoon.....	.8%	1.3%	1.3%	.8%	1.0%
Southeast Fairbanks.....	1.7%	1.3%	1.4%	1.8%	1.6%
Valdez-Cordova.....	5.7%	3.1%	8.1%	11.6%	7.6%
Wade Hampton.....	.4%	.4%	.8%	.9%	.7%
Wrangell-Petersburg.....	1.6%	1.5%	1.7%	1.5%	1.6%
Yukon-Koyukuk.....	1.6%	.9%	1.7%	2.6%	1.8%
Washington State.....	14.7%	12.9%	12.0%	9.7%	12.2%
California.....	5.4%	5.6%	4.7%	3.7%	4.7%
Oregon.....	2.9%	2.4%	3.4%	1.9%	2.5%
Southwest.....	4.8%	6.8%	3.2%	3.1%	4.4%
Northern Rockies.....	2.0%	1.3%	.9%	1.9%	1.6%
Midwest.....	2.9%	2.0%	3.8%	3.8%	3.2%
South.....	1.6%	1.2%	1.8%	2.3%	1.8%
Atlantic Seaboard.....	2.2%	2.3%	2.1%	1.1%	1.8%
Northeast.....	2.2%	1.2%	.8%	.9%	1.3%
Hawaii.....	.6%	2.6%	1.2%	.2%	1.0%
Canada/Greenland.....	.6%	.7%	.9%	2.4%	1.3%
Mexico.....	.6%	1.9%	.2%		.6%
Europe.....	.2%	.2%	.6%	.1%	.2%
Central & South America.....		.9%	.1%	.3%	.3%
Asia.....	.5%	1.0%	.9%	.5%	.7%
Oceania.....	.1%	.2%		.2%	.1%
Africa.....				.1%	.0%
TOTAL ROW PERCENT.....	27.9%	21.6%	15.7%	34.7%	100.0%

NONANCHORAGE TRIPS BY SEASON AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
NONANCHORAGE TRIPS BY PRIMARY DESTINATION:					
Harding Lake.....				.1%	.0%
Seward.....	1.9%	1.8%	1.2%	3.2%	2.2%
Chitina.....			.2%	1.0%	.4%
Delta Junction.....	.9%	.7%	.9%	.8%	.8%
Canada.....	.6%	.7%	.9%	2.3%	1.3%
Valdez.....	3.9%	1.8%	4.0%	5.6%	4.1%
Pilot Station.....				.1%	.0%
Washington.....	14.7%	12.9%	12.0%	9.7%	12.2%
Georgia.....	.5%	.2%	.2%	.2%	.3%
Manley Hot Springs.....	.2%		.3%	.5%	.2%
Greenland.....				.1%	.0%
Sourdough.....				.1%	.0%
Circle.....	.3%	.2%	.2%	.9%	.5%
Denali.....	.4%		.8%	2.7%	1.2%
Gulkana.....			1.8%		.3%
Coldfoot.....	.2%			.3%	.1%
Minnesota.....	.7%	.6%	.4%	.7%	.6%
Michigan.....	.9%	.2%	.4%	.7%	.6%
Maine.....	.3%	.2%	.2%	.1%	.2%
California.....	5.4%	5.6%	4.7%	3.7%	4.7%
Dot Lake.....	.2%			.2%	.1%
Colorado.....	.6%	.9%	.8%	.6%	.7%
Chena Hot Springs.....	.2%		.1%	.9%	.4%
Iowa.....		.2%	.2%	.5%	.2%
South Dakota.....	.1%	.2%	.6%	.2%	.2%
Nevada.....	.9%	2.2%	.5%	.8%	1.1%
Utah.....	1.5%	1.7%	1.2%	1.1%	1.3%
Oregon.....	2.9%	2.4%	3.4%	1.9%	2.5%
Kodiak.....	1.2%	1.3%	1.1%	.9%	1.1%
Homer.....	1.4%	1.1%	1.6%	3.9%	2.2%
Moose Pass.....				.2%	.1%
Oklahoma.....	.3%	.2%	.8%	.4%	.4%
New York.....	.6%	.1%	.5%	.2%	.3%
Wisconsin.....	.1%	.4%	.3%	.1%	.2%
Hawaii.....	.6%	2.6%	1.2%	.2%	1.0%
England.....	.1%		.3%	.1%	.1%
Glennallen.....	1.4%	1.4%	1.1%	2.3%	1.7%
Paxson.....	.1%		.2%	.4%	.2%
Rampart.....				.1%	.0%
Soldotna.....	.7%	.2%	.7%	1.1%	.7%
Kenai.....	.9%	1.3%	1.8%	2.0%	1.5%
Mexico.....	.6%	1.9%	.2%		.6%
Skagway.....	.1%		.4%	.4%	.2%
Arkansas.....				.5%	.2%
Healy.....	.1%	.3%	.2%	.2%	.2%
Haines.....	.5%	.3%	.7%	1.1%	.7%
Illinois.....	.4%		.9%	.6%	.4%
Galena.....	.1%		.4%	.3%	.2%
Bettles.....		.3%	.4%	.1%	.2%
Deadhorse.....	.2%	.2%	.1%	.3%	.2%
Tanana.....	.1%	.3%		.1%	.1%

NONANCHORAGE TRIPS BY SEASON AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
Cantwell.....		.8%	.5%	.7%	.5%
Mississippi.....	.0%			.2%	.1%
Massachusetts.....	.4%	.6%		.3%	.3%
Nome.....	1.8%	1.8%	2.3%	1.5%	1.8%
Fairbanks.....	13.4%	13.4%	12.2%	9.6%	11.9%
Maryland.....		.3%		.1%	.1%
Pennsylvania.....	.5%	.3%		.2%	.3%
Cold Bay.....	.2%	.7%		.2%	.3%
St. Paul.....	.1%	.1%	.1%	.0%	.1%
King Salmon.....	.1%	.3%	.9%	.5%	.4%
Adak.....		.1%	.0%	.0%	.1%
New Jersey.....	.0%			.0%	.0%
Palmer.....	1.0%	1.1%	.8%	1.1%	1.0%
Wasilla.....	1.6%	1.7%	1.0%	.9%	1.3%
Texas.....	.8%	.5%	.3%	.3%	.5%
Dutch Harbor.....	1.7%	1.5%	1.7%	.7%	1.3%
Prudhoe Bay.....	3.4%	3.9%	3.1%	2.2%	3.0%
Brazil.....				.1%	.0%
Louisiana.....		.2%	.3%	.3%	.2%
Bahamas.....				.1%	.0%
Arizona.....	1.9%	1.6%	.6%	.4%	1.1%
Missouri.....	.2%			.4%	.2%
Virginia.....	.5%	.2%		.4%	.3%
Puerto Rico.....			.1%	.0%	.0%
Ruby.....				.1%	.0%
Juneau.....	4.5%	4.7%	5.0%	3.9%	4.4%
Naknek.....	.1%			.3%	.1%
Phillipines.....	.3%	.2%	.0%	.2%	.2%
Anaktuvuk Pass.....	.1%			.1%	.1%
Sutton.....				.1%	.0%
Nebraska.....		.1%		.1%	.1%
Ketchikan.....	1.1%	1.6%	1.4%	1.7%	1.4%
South Carolina.....		.2%	.2%	.1%	.1%
Idaho.....	.8%	.5%	.4%	.7%	.7%
Kotzebue.....	1.0%	1.4%	1.4%	1.0%	1.1%
Tok.....	.2%			.5%	.2%
Kansas.....	.3%		.7%	.2%	.2%
Montana.....	1.0%	.8%	.4%	1.0%	.9%
Rhode Island.....	.1%		.0%	.1%	.1%
Deep Creek.....			.3%		.1%
Florida.....	1.0%	1.0%	1.3%	.3%	.8%
Sitka.....	1.3%	1.4%	1.4%	1.0%	1.2%
Alabama.....		.3%		.1%	.1%
New Hampshire.....	.1%	.0%			.0%
Norway.....			.2%		.0%
Pelican.....			.5%		.1%
Barrow.....	.9%	1.0%	.8%	.8%	.9%
New Mexico.....		.4%	.2%	.3%	.2%
Ohio.....	.4%	.2%	.3%	.6%	.4%
Wyoming.....	.2%		.0%	.1%	.1%
Eureka.....	.2%				.1%
Cordova.....	.1%		.1%	.1%	.1%

NONANCHORAGE TRIPS BY SEASON AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
Sheep Mountain.....				.1%	.0%
Bethel.....	2.5%	2.0%	2.1%	1.5%	2.0%
North Carolina.....	.2%	.4%		.1%	.2%
Dillingham.....	.4%		.4%	.2%	.2%
Eagle.....	.3%	.5%	.5%	.1%	.3%
Emmonak.....	.1%	.2%	.2%	.3%	.2%
Petersburg.....	.9%	1.0%	1.4%	1.1%	1.1%
Kiana.....	.8%	.3%		.4%	.4%
Nenana.....	.2%			.1%	.1%
Koyukuk.....		.2%		.1%	.1%
Huslia.....			.2%		.0%
Nulato.....			.2%		.0%
Hooper Bay.....	.1%	.2%	.4%	.2%	.2%
Chevak.....	.1%			.1%	.1%
Port Heiden.....	.1%				.0%
Nelson Lagoon.....	.2%	.1%			.1%
Kokhanok.....	.1%				.0%
Whittier.....				1.0%	.3%
Russia.....			.2%	.2%	.1%
Brevig Mission.....				.1%	.0%
Teller.....				.1%	.0%
Shaktoolik.....				.1%	.0%
Ambler.....		.2%			.0%
Shungnak.....	.1%	.2%		.1%	.1%
Mountain Village.....				.1%	.0%
Kivalina.....			.2%		.0%
Stony River.....				.7%	.3%
Bonny Lake.....	.6%	.5%	.7%		.4%
Costa Rica.....		.3%			.1%
McCarthy.....	.1%		.7%	1.0%	.5%
Australia.....	.1%	.0%		.2%	.1%
Kentucky.....	.1%		.4%		.1%
Talkeetna.....	.1%	.3%	.3%	.1%	.2%
New Zealand.....		.2%			.0%
Kake.....				.2%	.1%
Hoonah.....	.4%	.3%	.2%	.2%	.3%
Tenakee Springs.....		.2%			.0%
Anderson.....	.1%				.0%
Northway.....	.1%	.1%			.0%
Yakutat.....	.2%		.2%	.1%	.1%
Indiana.....				.2%	.1%
Big Lake.....	.2%		1.0%	.6%	.4%
Hope.....	.1%	.1%	.2%	.1%	.1%
Willow.....				.1%	.0%
Summit Lake.....	.1%	.2%	.7%	.2%	.2%
Fort Greely.....				.2%	.1%
North Dakota.....	.0%	.2%	.2%		.1%
Angoon.....	.1%	.8%			.2%
False Pass.....	.1%			.1%	.1%
Tennessee.....				.1%	.0%
Port Lions.....		.1%			.0%
Korea.....		.3%	.2%	.1%	.1%

NONANCHORAGE TRIPS BY SEASON AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
Japan.....	.1%	.3%	.4%		.2%
Vermont.....	.1%				.0%
Craig.....		.2%	.2%	.2%	.1%
Thorne Bay.....			.2%	.1%	.1%
Kaktovik.....	.1%	.2%	.1%		.1%
St. Mary's.....			.2%	.2%	.1%
Wrangell.....	.7%	.5%	.2%	.3%	.4%
Gustavus.....				.1%	.0%
Belize.....		.2%			.0%
Honduras.....		.2%			.0%
Skwentna.....		.2%			.0%
Unalakleet.....			.2%	.1%	.1%
Lake Louise.....		.3%			.1%
Toksook Bay.....				.1%	.0%
Nightmute.....				.1%	.0%
Mekoryuk.....				.1%	.0%
Kipnuk.....			.2%	.2%	.1%
Kaltag.....	.2%				.1%
Iliamna.....	.1%				.0%
Egegik.....		.1%			.0%
Washington DC.....			.4%	.0%	.1%
Nikolski.....	.5%	.5%	.4%	.3%	.4%
Guam.....		.1%			.0%
St. George.....		.2%	.1%		.1%
King Cove.....	.3%	.1%	.2%		.1%
Ninilchik.....			.2%		.0%
Nikiski.....		.1%			.0%
Skilak Lake.....				.1%	.0%
Wevok.....	.1%				.0%
Wales.....		.1%			.0%
Paimiut.....		.1%			.0%
Utopia.....				.1%	.0%
Atkasuk.....	.1%				.0%
Point Lay.....		.2%			.0%
Point Hope.....		.2%			.0%
Nuiqsut.....		.2%			.0%
Sand Point.....			.0%	.1%	.0%
St Matthew's Island.....	.0%				.0%
Panama.....		.1%			.0%
Africa.....				.1%	.0%
Naknek.....				.0%	.0%
Guatemala.....		.1%			.0%
Akiachak.....	.1%				.0%
Akutan.....	.1%				.0%
Kobuk.....	.1%				.0%
Germany.....		.2%			.0%
France.....	.1%				.0%
TOTAL ROW PERCENT.....	27.9%	21.6%	15.7%	34.7%	100.0%

NONANCHORAGE TRIPS BY SEASON AMONG ALL NONANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY SEASON:				TOTAL COL %
	Fall	Winter	Spring	Summer	
ALASKAN RESIDENCY:					
1984 to 1992.....	21.6%	24.6%	25.2%	22.9%	23.3%
1976 to 1983.....	25.3%	24.0%	20.3%	24.0%	23.8%
1967 to 1975.....	21.9%	23.0%	22.1%	24.1%	22.9%
Before 1967.....	31.2%	28.4%	32.3%	29.0%	30.0%
HOUSEHOLD SIZE:					
One.....	15.4%	9.7%	15.4%	13.0%	13.3%
Two.....	25.8%	28.6%	27.0%	27.7%	27.3%
Three.....	18.2%	18.6%	19.2%	18.4%	18.5%
Four.....	22.9%	23.1%	21.0%	20.5%	21.8%
Five or more.....	17.7%	20.1%	17.4%	20.4%	19.1%
NUMBER OF CHILDREN OR ADOLESCENTS:					
None.....	46.1%	46.1%	50.8%	46.0%	46.8%
One.....	16.8%	15.9%	14.1%	15.9%	15.9%
Two.....	21.1%	20.8%	19.7%	18.8%	20.0%
Three or More.....	15.9%	17.2%	15.4%	19.4%	17.3%
OCCUPATION OF CHIEF WAGE EARNER:					
Local Government.....	4.9%	5.0%	4.1%	5.3%	4.9%
State Government.....	7.0%	10.9%	5.5%	6.7%	7.5%
Federal Government.....	5.1%	4.4%	5.7%	5.1%	5.1%
Military.....	4.2%	5.7%	7.0%	5.1%	5.3%
Oil & Gas.....	3.6%	3.5%	3.6%	5.0%	4.1%
Fishing/Timber/Mining.....	12.8%	12.7%	8.0%	7.1%	10.0%
Clerical/Retail/Sales.....	4.0%	4.9%	6.9%	6.8%	5.6%
Service.....	17.6%	17.1%	16.0%	16.9%	17.0%
Managers/Officials.....	5.2%	2.7%	4.5%	4.4%	4.3%
Professionals/Doctors/Lawyers.....	22.1%	19.1%	24.7%	23.7%	22.4%
Construction.....	11.9%	11.6%	12.2%	11.4%	11.7%
Student.....	.1%	.6%	.8%	.5%	.5%
Retired.....	.7%	.8%	.2%	1.3%	.9%
Refused.....	.7%	.9%	.7%	.7%	.8%
TOTAL 1992 HOUSEHOLD INCOME:					
Under \$26,000.....	10.9%	9.9%	15.1%	13.7%	12.3%
\$26,000 to \$35,999.....	15.5%	14.0%	13.7%	14.3%	14.5%
\$36,000 to \$45,999.....	10.2%	9.3%	11.0%	12.5%	10.9%
\$46,000 to \$65,999.....	19.9%	22.4%	17.8%	19.8%	20.1%
\$66,000 or more.....	43.4%	44.4%	42.3%	39.7%	42.2%
NUMBER OF NON-ANCHORAGE OVERNIGHT TRIPS:					
1 trip.....	5.8%	4.9%	5.0%	7.9%	6.2%
2-5 trips.....	29.9%	30.7%	31.6%	35.7%	32.3%
6-10 trips.....	25.3%	25.2%	24.1%	25.5%	25.2%
11+ trips.....	39.0%	39.2%	39.3%	30.9%	36.3%
FAMILY STATUS (COMPUTED):					
Young Single (18-37).....	8.9%	9.1%	11.6%	8.7%	9.3%
Adult Single (38 +).....	15.7%	10.8%	12.7%	12.1%	12.9%
Single Parent.....	8.8%	7.8%	5.8%	8.5%	8.0%
Young Couple (18-37).....	8.2%	6.7%	9.0%	8.6%	8.1%
Mature Couple (38 +).....	13.3%	19.4%	17.5%	16.5%	16.4%
Young Family (18-37).....	21.1%	21.7%	17.4%	16.4%	19.0%
Mature Family (38 +).....	23.9%	24.4%	26.1%	29.1%	26.2%
TOTAL ROW PERCENT.....	27.9%	21.6%	15.7%	34.7%	100.0%

NONANCHORAGE TRIPS BY SEASON AMONG ALL NONANCHORAGE TRIPS
 BY
 TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
 ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
 NONANCHORAGE TRIPS = 4,005

	NONANCHORAGE TRIPS BY SEASON:				TOTAL MEAN
	Fall	Winter	Spring	Summer	
Years of Alaska residency.....	21.50	20.47	20.97	20.28	20.77
Household size.....	3.15	3.30	3.12	3.22	3.20
Number of adults in household.....	2.00	2.11	2.05	2.02	2.04
Children under 18.....	1.16	1.19	1.07	1.20	1.16
Number of children in households with children....	2.15	2.20	2.17	2.22	2.19
1992 Household income.....	67.20	68.92	67.69	65.31	67.00

SECTION XIV:

NONANCHORAGE OVERNIGHT TRIPS BY PURPOSE

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

NONANCHORAGE TRIPS BY PURPOSE AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
AREAS OF ALASKA:				
Southeast.....	28.0%	22.9%	29.5%	26.0%
Kenai Peninsula.....	7.0%	8.8%	7.8%	7.9%
Highways.....	28.3%	30.9%	10.4%	26.9%
Fairbanks.....	15.2%	24.8%	16.6%	19.5%
Kodiak.....	2.5%	2.0%	1.3%	2.1%
Rural Alaska.....	19.0%	10.6%	34.3%	17.5%
NONANCHORAGE TRIPS BY MONTH:				
January.....	7.6%	5.3%	7.7%	6.6%
February.....	8.1%	6.6%	6.7%	7.3%
March.....	9.7%	5.9%	6.9%	7.7%
April.....	8.2%	6.6%	6.7%	7.3%
May.....	7.7%	8.9%	9.2%	8.4%
June.....	9.4%	13.2%	10.0%	11.1%
July.....	9.9%	15.5%	9.3%	12.2%
August.....	9.4%	13.3%	11.8%	11.4%
September.....	7.8%	6.5%	7.8%	7.2%
October.....	8.2%	4.8%	9.2%	6.9%
November.....	7.6%	5.3%	7.0%	6.6%
December.....	6.3%	8.0%	7.9%	7.2%
NONANCHORAGE TRIPS BY SEASON:				
Fall.....	29.9%	24.6%	31.8%	27.9%
Winter.....	25.4%	17.9%	21.2%	21.6%
Spring.....	15.9%	15.5%	15.9%	15.7%
Summer.....	28.7%	42.0%	31.0%	34.7%
NONANCHORAGE TRIPS BY PRIMARY DESTINATION:				
Aleutians East.....	1.4%	.1%		.6%
Aleutians West.....	3.3%		3.3%	1.9%
Bethel.....	2.8%	1.5%	4.2%	2.4%
Bristol Bay.....	1.1%	.1%		.5%
Denali.....	1.0%	3.2%	.5%	1.9%
Dillingham.....	.3%	.1%	.5%	.2%
Fairbanks North Star.....	13.0%	9.8%	17.9%	12.3%
Haines.....	.7%	.9%		.7%

NONANCHORAGE TRIPS BY PURPOSE AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
Juneau.....	7.3%	1.8%	3.5%	4.4%
Kenai Peninsula.....	5.0%	10.5%	4.2%	7.2%
Ketchikan.....	1.4%	1.5%	1.3%	1.4%
Kodiak.....	1.9%	.6%	.2%	1.1%
Lake & Peninsula.....	.2%	.1%		.1%
Matanuska-Susitna.....	2.1%	5.3%	2.1%	3.5%
Nome.....	1.9%	2.1%	1.7%	2.0%
North Slope.....	9.9%	.3%		4.4%
Northwest Arctic.....	3.6%	.3%	.7%	1.8%
Prince of Wales/Outer Ketchikan.....	.2%	.3%		.2%
Sitka.....	1.8%	.7%	1.0%	1.2%
Skagway-Yakutat-Angoon.....	1.7%	.6%	.1%	1.0%
Southeast Fairbanks.....	.5%	3.0%	.8%	1.6%
Valdez-Cordova.....	3.6%	13.0%	2.9%	7.6%
Wade Hampton.....	.4%	.1%	2.9%	.7%
Wrangell-Petersburg.....	3.1%	.5%		1.6%
Yukon-Koyukuk.....	1.2%	2.4%	1.7%	1.8%
Washington State.....	12.1%	9.3%	21.4%	12.2%
California.....	3.7%	6.1%	3.8%	4.7%
Oregon.....	1.3%	3.3%	4.1%	2.5%
Southwest.....	4.4%	4.1%	5.4%	4.4%
Northern Rockies.....	.9%	2.0%	2.8%	1.6%
Midwest.....	2.0%	4.6%	2.6%	3.2%
South.....	1.4%	1.6%	3.3%	1.8%
Atlantic Seaboard.....	1.4%	2.0%	2.8%	1.8%
Northeast.....	.9%	2.1%	.5%	1.3%
Hawaii.....	.4%	1.6%	.8%	1.0%
Canada/Greenland.....	.8%	2.1%	.2%	1.3%
Mexico.....	.2%	1.1%	.4%	.6%
Europe.....	.1%	.4%	.3%	.2%
Central & South America.....	.2%	.4%	.4%	.3%
Asia.....	.5%	.6%	1.5%	.7%
Oceania.....		.1%	.5%	.1%
Africa.....		.1%		.0%
TOTAL ROW PERCENT.....	43.3%	42.8%	13.9%	100.0%

NONANCHORAGE TRIPS BY PURPOSE AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
NONANCHORAGE TRIPS BY PRIMARY DESTINATION:				
Harding Lake.....		.1%		.0%
Seward.....	1.8%	3.0%	1.0%	2.2%
Chitina.....		.9%		.4%
Delta Junction.....	.2%	1.5%	.6%	.8%
Canada.....	.8%	2.0%	.2%	1.3%
Valdez.....	3.2%	5.4%	2.7%	4.1%
Pilot Station.....		.1%		.0%
Washington.....	12.1%	9.3%	21.4%	12.2%
Georgia.....	.3%	.3%		.3%
Manley Hot Springs.....	.2%	.4%		.2%
Greenland.....		.1%		.0%
Sourdough.....		.1%		.0%
Circle.....	.1%	1.1%		.5%
Denali.....	.6%	2.1%	.2%	1.2%
Gulkana.....		.7%		.3%
Coldfoot.....	.1%	.3%		.1%
Minnesota.....	.2%	1.3%		.6%
Michigan.....	.3%	.8%	.9%	.6%
Maine.....	.1%	.4%		.2%
California.....	3.7%	6.1%	3.8%	4.7%
Dot Lake.....		.3%		.1%
Colorado.....	.4%	.8%	1.3%	.7%
Chena Hot Springs.....	.1%	.8%		.4%
Iowa.....	.1%	.4%	.2%	.2%
South Dakota.....	.1%	.5%		.2%
Nevada.....	.6%	1.3%	2.0%	1.1%
Utah.....	2.6%	.4%	.5%	1.3%
Oregon.....	1.3%	3.3%	4.1%	2.5%
Kodiak.....	1.9%	.6%	.2%	1.1%
Homer.....	1.4%	3.6%	.8%	2.2%
Moose Pass.....	.1%		.2%	.1%
Oklahoma.....	.5%	.4%	.3%	.4%
New York.....	.2%	.5%	.2%	.3%
Wisconsin.....	.2%	.2%	.3%	.2%
Hawaii.....	.4%	1.6%	.8%	1.0%
England.....		.2%	.3%	.1%
Glennallen.....	.1%	3.7%	.2%	1.7%
Paxson.....	.1%	.4%		.2%
Rampart.....		.1%		.0%
Soldotna.....	.5%	1.0%	.5%	.7%
Kenai.....	1.1%	1.9%	1.6%	1.5%
Mexico.....	.2%	1.1%	.4%	.6%
Skagway.....	.2%	.4%		.2%
Arkansas.....	.2%	.1%	.5%	.2%
Healy.....		.4%	.2%	.2%
Haines.....	.7%	.9%		.7%
Illinois.....	.5%	.3%	.4%	.4%
Galena.....	.3%	.1%		.2%
Bettles.....	.4%			.2%
Deadhorse.....	.5%			.2%
Tanana.....	.1%	.0%	.5%	.1%

HELLENTHAL & ASSOCIATES

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(continued)

NONANCHORAGE TRIPS BY PURPOSE AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
Cantwell.....	.4%	.8%		.5%
Mississippi.....	.1%	.1%		.1%
Massachusetts.....	.3%	.5%		.3%
Nome.....	1.6%	2.0%	1.7%	1.8%
Fairbanks.....	12.9%	8.9%	17.9%	11.9%
Maryland.....	.1%	.1%		.1%
Pennsylvania.....	.1%	.5%		.3%
Cold Bay.....	.6%			.3%
St. Paul.....	.2%			.1%
King Salmon.....	.9%	.1%		.4%
Adak.....	.1%			.1%
New Jersey.....	.0%			.0%
Palmer.....	1.3%	1.1%		1.0%
Wasilla.....	.6%	1.7%	2.1%	1.3%
Texas.....	.3%	.4%	1.1%	.5%
Dutch Harbor.....	2.9%		.3%	1.3%
Prudhoe Bay.....	6.9%	.0%		3.0%
Brazil.....		.1%		.0%
Louisiana.....	.2%	.2%	.3%	.2%
Bahamas.....		.1%		.0%
Arizona.....	.7%	1.6%	1.0%	1.1%
Missouri.....	.1%	.1%	.9%	.2%
Virginia.....	.2%	.3%	.7%	.3%
Puerto Rico.....	.0%	.0%		.0%
Ruby.....		.1%		.0%
Juneau.....	7.3%	1.8%	3.5%	4.4%
Naknek.....	.2%	.1%		.1%
Phillipines.....	.0%	.1%	1.2%	.2%
Anaktuvuk Pass.....	.1%	.1%		.1%
Sutton.....		.0%		.0%
Nebraska.....	.1%	.0%		.1%
Ketchikan.....	1.4%	1.5%	1.3%	1.4%
South Carolina.....	.1%	.0%		.1%
Idaho.....	.4%	.9%	.7%	.7%
Kotzebue.....	2.5%		.5%	1.1%
Tok.....	.1%	.5%		.2%
Kansas.....	.1%	.5%		.2%
Montana.....	.5%	.9%	1.8%	.9%
Rhode Island.....	.0%	.2%		.1%
Deep Creek.....		.1%		.1%
Florida.....	.4%	1.1%	1.3%	.8%
Sitka.....	1.8%	.7%	1.0%	1.2%
Alabama.....	.1%	.1%		.1%
New Hampshire.....	.1%	.0%		.0%
Norway.....		.1%		.0%
Pelican.....	.2%			.1%
Barrow.....	1.8%	.1%		.9%
New Mexico.....	.2%	.2%	.5%	.2%
Ohio.....	.3%	.5%	.2%	.4%
Wyoming.....		.2%	.3%	.1%
Eureka.....		.2%		.1%
Cordova.....	.1%	.1%		.1%

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(continued)

NONANCHORAGE TRIPS BY PURPOSE AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
Sheep Mountain.....		.1%		.0%
Bethel.....	2.7%	.6%	4.2%	2.0%
North Carolina.....	.2%	.1%	.4%	.2%
Dillingham.....	.3%	.1%	.5%	.2%
Eagle.....		.7%		.3%
Emmonak.....	.2%		1.0%	.2%
Petersburg.....	2.2%	.3%		1.1%
Kiana.....	1.0%			.4%
Nenana.....	.1%	.1%	.2%	.1%
Koyukuk.....			.5%	.1%
Huslia.....			.2%	.0%
Nulato.....			.2%	.0%
Hooper Bay.....			1.5%	.2%
Chevak.....			.5%	.1%
Port Heiden.....	.1%			.0%
Nelson Lagoon.....	.2%			.1%
Kokhanok.....	.1%			.0%
Whittier.....	.1%	.7%		.3%
Russia.....	.0%	.2%		.1%
Brevig Mission.....	.1%			.0%
Teller.....	.1%			.0%
Shaktolik.....	.1%			.0%
Ambler.....		.1%		.0%
Shungnak.....	.1%	.1%	.2%	.1%
Mountain Village.....		.1%		.0%
Kivalina.....		.1%		.0%
Stony River.....		.6%		.3%
Bonny Lake.....		.9%		.4%
Costa Rica.....		.1%	.1%	.1%
McCarthy.....		1.1%		.5%
Australia.....		.1%	.5%	.1%
Kentucky.....		.2%	.3%	.1%
Talkeetna.....	.1%	.4%		.2%
New Zealand.....		.1%		.0%
Kake.....	.1%			.1%
Hoonah.....	.5%	.2%		.3%
Tenakee Springs.....	.1%			.0%
Anderson.....	.1%			.0%
Northway.....	.1%			.0%
Yakutat.....	.2%		.1%	.1%
Indiana.....		.1%	.3%	.1%
Big Lake.....		1.0%		.4%
Hope.....		.2%		.1%
Willow.....		.1%		.0%
Summit Lake.....		.5%		.2%
Fort Greely.....	.1%		.2%	.1%
North Dakota.....	.1%	.0%	.3%	.1%
Angoon.....	.5%			.2%
False Pass.....	.2%			.1%
Tennessee.....	.1%			.0%
Port Lions.....	.0%			.0%
Korea.....	.2%	.1%		.1%

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(continued)

NONANCHORAGE TRIPS BY PURPOSE AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
Japan.....	.2%	.2%	.2%	.2%
Vermont.....			.2%	.0%
Craig.....	.2%	.1%		.1%
Thorne Bay.....		.2%		.1%
Kaktovik.....	.2%			.1%
St. Mary's.....	.2%			.1%
Wrangell.....	.7%	.2%		.4%
Gustavus.....	.1%			.0%
Belize.....	.1%			.0%
Honduras.....	.1%			.0%
Skwentna.....		.1%		.0%
Unalakleet.....		.1%		.1%
Lake Louise.....	.1%			.1%
Toksook Bay.....		.1%		.0%
Nightmute.....		.1%		.0%
Mekoryuk.....		.1%		.0%
Kipnuk.....	.1%	.2%		.1%
Kaltag.....		.2%		.1%
Iliamna.....		.1%		.0%
Egegik.....	.0%			.0%
Washington DC.....	.0%	.1%	.3%	.1%
Nikolski.....			3.0%	.4%
Guam.....		.1%		.0%
St. George.....	.1%			.1%
King Cove.....	.3%			.1%
Ninilchik.....		.1%		.0%
Nikiski.....	.1%			.0%
Skilak Lake.....		.0%		.0%
Wevok.....	.1%			.0%
Wales.....	.1%			.0%
Paimiut.....	.1%			.0%
Utopia.....	.1%			.0%
Atkasuk.....	.1%			.0%
Point Lay.....	.1%			.0%
Point Hope.....	.1%			.0%
Nuiqsut.....	.1%			.0%
Sand Point.....	.0%	.1%		.0%
St Matthew's Island.....	.0%			.0%
Panama.....			.2%	.0%
Africa.....		.1%		.0%
Naknek.....	.0%			.0%
Guatemala.....		.1%		.0%
Akiachak.....	.1%			.0%
Akutan.....	.1%			.0%
Kobuk.....		.1%		.0%
Germany.....	.1%			.0%
France.....		.1%		.0%
TOTAL ROW PERCENT.....	43.3%	42.8%	13.9%	100.0%

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NONANCHORAGE TRIPS BY PURPOSE AMONG ALL NONANCHORAGE TRIPS BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
NONANCHORAGE TRIPS = 4,005; MARGIN OF ERROR = + OR - 1.55%

	NONANCHORAGE TRIPS BY PURPOSE:			TOTAL COL %
	Business	Pleasure	A Mix	
ALASKAN RESIDENCY:				
1984 to 1992.....	23.4%	23.2%	23.1%	23.3%
1976 to 1983.....	27.2%	23.2%	15.1%	23.8%
1967 to 1975.....	22.7%	22.7%	24.3%	22.9%
Before 1967.....	26.7%	30.9%	37.4%	30.0%
HOUSEHOLD SIZE:				
One.....	11.6%	15.1%	13.4%	13.3%
Two.....	27.2%	25.6%	32.5%	27.3%
Three.....	16.7%	19.4%	21.3%	18.5%
Four.....	26.6%	20.0%	12.5%	21.8%
Five or more.....	17.8%	20.0%	20.3%	19.1%
NUMBER OF CHILDREN OR ADOLESCENTS:				
None.....	45.2%	46.4%	53.0%	46.8%
One.....	14.9%	16.8%	15.8%	15.9%
Two.....	23.3%	17.8%	16.6%	20.0%
Three or More.....	16.6%	19.0%	14.5%	17.3%
OCCUPATION OF CHIEF WAGE EARNER:				
Local Government.....	4.9%	5.6%	3.3%	4.9%
State Government.....	7.7%	6.1%	11.2%	7.5%
Federal Government.....	6.9%	3.6%	4.0%	5.1%
Military.....	6.4%	5.2%	1.8%	5.3%
Oil & Gas.....	5.4%	3.8%	.7%	4.1%
Fishing/Timber/Mining.....	12.3%	7.4%	11.2%	10.0%
Clerical/Retail/Sales.....	3.1%	7.4%	8.1%	5.6%
Service.....	14.5%	17.7%	22.7%	17.0%
Managers/Officials.....	3.8%	5.2%	3.1%	4.3%
Professionals/Doctors/Lawyers.....	22.2%	23.4%	20.2%	22.4%
Construction.....	12.4%	10.6%	13.2%	11.7%
Student.....	.1%	1.0%		.5%
Retired.....		1.9%	.3%	.9%
Refused.....	.5%	1.1%	.2%	.8%
TOTAL 1992 HOUSEHOLD INCOME:				
Under \$26,000.....	9.0%	16.3%	10.4%	12.3%
\$26,000 to \$35,999.....	16.1%	12.6%	15.5%	14.5%
\$36,000 to \$45,999.....	9.0%	11.2%	16.1%	10.9%
\$46,000 to \$65,999.....	19.9%	22.4%	13.9%	20.1%
\$66,000 or more.....	46.1%	37.5%	44.1%	42.2%
NUMBER OF NON-ANCHORAGE OVERNIGHT TRIPS:				
1 trip.....	3.3%	9.0%	6.6%	6.2%
2-5 trips.....	21.7%	43.2%	32.0%	32.3%
6-10 trips.....	23.6%	22.6%	38.1%	25.2%
11+ trips.....	51.5%	25.1%	23.3%	36.3%
FAMILY STATUS (COMPUTED):				
Young Single (18-37).....	8.5%	10.6%	8.1%	9.3%
Adult Single (38 +).....	13.2%	10.9%	18.2%	12.9%
Single Parent.....	6.2%	9.2%	10.3%	8.0%
Young Couple (18-37).....	8.4%	7.8%	8.5%	8.1%
Mature Couple (38 +).....	15.1%	17.2%	18.3%	16.4%
Young Family (18-37).....	24.5%	14.4%	16.3%	19.0%
Mature Family (38 +).....	24.1%	30.1%	20.4%	26.2%
TOTAL ROW PERCENT.....	43.3%	42.8%	13.9%	100.0%

NONANCHORAGE TRIPS BY PURPOSE AMONG ALL NONANCHORAGE TRIPS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
NONANCHORAGE TRIPS = 4,005

	NONANCHORAGE TRIPS BY PURPOSE:			TOTAL MEAN
	Business	Pleasure	A Mix	
Years of Alaska residency.....	19.82	20.84	23.50	20.77
Household size.....	3.28	3.18	3.01	3.20
Number of adults in household.....	2.07	2.01	2.02	2.04
Children under 18.....	1.21	1.17	1.00	1.16
Number of children in households with children....	2.20	2.19	2.12	2.19
1992 Household income.....	66.55	66.96	68.49	67.00

SECTION XV:

NUMBER OF ANCHORAGE OVERNIGHT TRIPS

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

NUMBER OF ANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
ACTIVITIES PARTICIPATED IN DURING ANCHORAGE OVERNIGHT VISITS						
Participated in downtown shopping in the last year		67.4%	85.3%	91.8%	87.2%	82.0%
Participated in other mall shopping in the last year.....		61.2%	75.0%	90.9%	84.7%	74.8%
Participated in dining out in the last year.....		82.7%	93.6%	96.4%	95.5%	91.5%
Visited museums in the last year.....		13.0%	18.9%	30.7%	37.4%	21.3%
Visited nightclubs in the last year.....		18.3%	28.4%	40.8%	39.6%	28.9%
Participated in outdoor activities in the last year.....		15.2%	28.8%	48.6%	46.8%	30.2%
Attended special events in the last year.....		9.0%	17.5%	34.9%	52.6%	22.0%
Attended sports events in the last year.....		6.0%	12.0%	27.2%	31.6%	14.9%
Attended cultural events in the last year.....		11.5%	20.6%	29.0%	48.2%	22.8%
Participated in sightseeing in the last year.....		42.5%	47.5%	57.3%	51.4%	48.0%
Participated in tours in the last year.....		4.1%	7.4%	3.4%	6.0%	5.9%
Attended medical appointments in the last year....		24.0%	35.3%	58.2%	64.0%	39.0%
Didn't participate in any activities.....		4.2%	1.5%	.2%		1.8%
EVER VISIT ANCHORAGE SPECIFICALLY TO ATTEND...						
Fur Rondy?.....	22.5%	19.3%	33.1%	49.7%	55.4%	30.7%
Iditarod?.....	9.9%	12.8%	19.3%	21.3%	28.1%	16.1%
Shootout?.....	3.6%	7.5%	10.8%	8.2%	17.6%	8.3%
Pac events?.....	10.7%	15.2%	23.1%	27.0%	39.7%	19.5%
Didn't attend any events.....	70.2%	64.5%	51.9%	37.5%	29.9%	56.9%
AREAS OF ALASKA						
Southeast.....	38.3%	27.9%	14.7%	8.2%	8.6%	23.5%
Kenai Peninsula.....	6.0%	9.4%	17.5%	20.8%	27.7%	13.5%
Highways.....	23.0%	8.4%	14.0%	17.6%	26.7%	17.4%
Fairbanks.....	18.0%	24.5%	24.0%	20.8%	15.0%	21.1%
Kodiak.....	2.7%	5.8%	5.8%	5.3%	2.4%	4.5%
Rural Alaska.....	12.0%	24.0%	23.9%	27.3%	19.6%	20.0%
NUMBER OF OVERNIGHT ANCHORAGE CONVENTION TRIPS:						
None.....	100.0%	81.2%	63.6%	47.5%	41.2%	75.1%
One.....		18.8%	21.3%	23.8%	15.6%	13.7%
Two or more.....			15.0%	28.7%	43.2%	11.2%
NUMBER OF NON-ANCHORAGE OVERNIGHT TRIPS:						
No trips.....	31.0%	35.2%	30.7%	18.6%	14.8%	29.2%
1 trip.....	20.5%	24.6%	18.9%	18.5%	16.6%	20.1%
2-5 trips.....	33.7%	28.1%	34.7%	36.7%	38.1%	33.7%
6-10 trips.....	8.6%	7.6%	11.5%	15.2%	16.8%	10.6%
11+ trips.....	6.2%	4.5%	4.3%	10.9%	13.6%	6.3%
TOTAL ROW PERCENT.....	32.5%	16.5%	34.3%	8.5%	8.3%	100.0%

NUMBER OF ANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
THREE ACTIVITIES ENJOY MOST WHILE IN ANCHORAGE						
Never been to Anchorage.....	29.8%	1.6%				8.9%
Billiards/Pool.....			.1%	.4%		.1%
Bowling.....		.1%	.2%	1.2%		.2%
Eating Out/Dining.....	11.8%	17.0%	19.0%	22.0%	20.9%	17.1%
Shopping.....	22.2%	31.8%	30.6%	30.6%	28.2%	28.1%
Visiting Friends/Relatives.....	7.4%	8.3%	10.9%	9.7%	10.0%	9.3%
Fishing.....	.9%	1.3%	1.4%	1.2%	1.7%	1.3%
Theater/Movies.....	4.1%	6.7%	8.5%	10.8%	9.5%	7.3%
Staying in Hotel.....		.4%	.3%	.4%		.2%
Nightlife/Nightclubs/Dancing.....	1.4%	3.7%	3.5%	2.3%	4.9%	2.9%
Sightseeing.....	5.7%	8.7%	5.7%	5.2%	3.9%	5.9%
Skiing.....	1.3%	2.0%	3.2%	1.9%	3.4%	2.4%
Concerts/Music.....	1.4%	1.6%	1.8%	1.2%	.7%	1.5%
Hockey.....	.6%	.7%	.3%	.4%	.4%	.5%
Museums.....	1.3%	1.6%	1.8%	1.2%	.3%	1.4%
Zoo.....	.7%	1.1%	.6%	1.5%	.1%	.7%
Gun Shows.....		.2%	.1%			.1%
School/Educational Events.....	.3%	.5%	.1%		.3%	.2%
Library.....	.4%	.9%			.5%	.3%
Relax/Recreation.....		.6%	.5%	.8%	.6%	.4%
Baseball.....	.2%	.2%	.0%			.1%
PAC/Cultural Events.....	1.7%	.7%	1.0%	.6%	1.7%	1.2%
Horse Shows/Horse riding.....		.3%			.3%	.1%
Church.....	.1%	.3%	.5%	.5%	.5%	.4%
Parks/Outdoor Activities.....	.3%	.6%	.6%		.5%	.4%
Driving.....	.8%	.7%	1.3%	.1%	.4%	.9%
Sports/Sporting Events.....	1.3%	.6%	1.8%	2.2%	1.8%	1.5%
Conventions/Seminars/Business Meetings.....	.7%	.2%	.3%	.7%	.8%	.5%
Biking/Bike Trails.....	.2%		.2%	.5%	2.3%	.4%
Fur Rondy.....	.7%	.9%	.1%	.6%	1.1%	.5%
Iditarod.....	.2%		.1%	.3%	.5%	.2%
Fairs/Renaissance Fair.....	.2%		.3%		.3%	.2%
Bingo.....	.6%	1.2%	.9%	1.0%	.3%	.8%
Birdwatching.....	.1%					.0%
Hunting.....			.0%			.0%
Golf.....	.2%	.1%	.6%	.5%		.3%
Arts/Crafts.....	.2%	.1%	.4%	.3%	.3%	.3%
Bookstore.....			.1%	.4%		.1%

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NUMBER OF ANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
Hiking/Walking.....	.4%	1.5%	1.6%		1.7%	1.1%
Children's Events.....	.2%					.1%
Sullivan Events.....	.1%					.0%
Senior Center.....				.4%		.0%
Massages.....			.0%			.0%
Great Alaskan Experience.....		.1%				.0%
Imaginarium.....	.7%	.3%				.3%
Visiting Portage.....		.3%				.0%
High School Basketball.....			.0%			.0%
Special Events.....		.3%	.1%		.3%	.1%
Boating/Boat Shows.....		.4%				.1%
Being away from home.....			.1%			.0%
Real Estate.....			.1%			.0%
Dog Races.....	.3%	.2%				.1%
Parks.....	.1%	.1%		1.0%	.9%	.2%
Room Service.....			.1%			.0%
Swimming/Water Sports.....	.2%	.9%	.1%		.4%	.3%
Volleyball.....			.1%			.0%
Elevator Rides.....			.1%			.0%
Running/Jogging.....			.3%			.1%
Basketball.....	.2%		.1%			.1%
Arcades.....	.1%	.3%				.1%
Dog Mushing.....			.1%			.0%
Train Ride.....		.4%				.1%
Auctions.....	.2%					.0%
Gun Shows.....	.2%					.0%
Art Galleries.....		.3%				.0%
Tennis.....	.2%					.1%
Roller Skating.....	.2%					.1%
Haircut/Beauty Salon.....		.3%		.4%		.1%
Flying.....			.1%			.0%
Whirlyball.....					.3%	.0%
Comedy Shows.....			.0%			.0%
Dog Shows.....	.0%					.0%
TOTAL ROW PERCENT.....	12.4%	6.5%	14.8%	3.6%	3.6%	40.9%

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NUMBER OF ANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
ACTIVITIES/SERVICES/EVENTS THAT ANCHORAGE SHOULD PROVIDE						
More Children's Activities/Family Activities.....	2.7%	3.7%	2.8%	4.7%	2.5%	3.1%
Housing/Places to Stay/More hotels.....	1.3%		.7%	1.7%		.8%
Shopping/More Stores/24-hour stores/Mega-Mall.....	4.8%	6.5%	1.6%	3.5%	8.2%	4.1%
Skiing.....	2.7%	2.7%		1.6%	4.6%	1.8%
More museums/Better hours.....	1.8%		.9%			.8%
More Concerts/Theaters/Plays/Cultural events.....	14.8%	12.9%	19.0%	17.2%	10.0%	15.8%
Amusement Park.....	3.2%	3.4%	3.8%	7.1%		3.5%
Equal Funding for Arts.....		1.3%				.2%
Weekend Packages/Getaways/Cheaper hotels.....	3.5%	6.7%	6.1%	5.9%	3.2%	5.2%
Improve Traffic/Congestion/Safer drivers.....	3.3%	4.8%	4.9%	2.3%	4.9%	4.2%
Football.....	.6%	1.5%		1.4%	.5%	.6%
Country Western concerts.....	.6%		.4%	1.6%		.5%
Trade Fairs/Swap meets.....	.8%		.4%		1.8%	.6%
More Seminars/Educators.....	.9%		1.3%		2.7%	1.0%
Outdoor Sports.....	.8%		.6%			.4%
More Toy Stores.....			.1%			.0%
Skydiving.....		.3%				.0%
More Hockey.....			.2%			.1%
Religious Events.....		1.5%				.2%
More Arts & Crafts/Art shows.....	1.5%		.9%	1.2%	3.7%	1.2%
Air Shows.....				1.2%		.1%
Water Sports.....				1.2%		.1%
Better Mass Transit/Buses.....	5.5%	3.2%	3.6%	3.5%	5.4%	4.2%
Better parking/PAC Parking/Overnight parking.....	2.8%	1.3%	1.1%	.4%	2.6%	1.7%
Safer Downtown/Clean up 4th Ave/Close liquor stores.....	.7%	1.5%	2.5%		5.8%	1.9%
More Sporting Events.....	6.2%	2.8%	4.5%	3.1%	4.4%	4.6%
Better Crime Prevention.....	2.8%		1.1%		5.4%	1.7%
Bicycle Races.....				1.2%		.1%
Lower Air Fares/Transportation.....	12.8%	21.4%	11.5%	6.9%	2.9%	12.1%
More Advertising about Events.....	1.1%	.3%	2.6%	1.7%		1.5%
Kenai-Anchorage bridge.....				1.2%		.1%
Ferry Service to Anchorage.....			.4%		1.4%	.3%
Motorized handicapped shopping carts.....			.4%			.1%
Wave machine.....					1.4%	.1%
Cheaper/Safer Taxicabs.....	.7%	.3%		1.6%		.4%
Classic Car Auctions.....				.4%		.0%
More Jobs.....		.3%	1.1%			.4%
Train to Alyeska.....			.1%	.4%		.1%
Enlarge Kid's Science Fair.....			.1%			.0%
Better Bike Trails.....	.8%	1.1%	1.1%	1.9%	2.6%	1.3%
Large Screen Theater.....			.6%			.2%
Boat Shows.....	.8%			.4%		.3%
Historical Visitors's Center.....	.7%		.8%	2.2%		.7%
Fewer Tourists.....	2.4%	3.0%	2.0%			1.9%
Hair Shows.....					1.6%	.1%
Drag Races.....	.8%					.2%

HELLENTHAL & ASSOCIATES

PAGES 101 & 102

(continued)

NUMBER OF ANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
Pro Baseball Team.....		3.8%	4.3%	9.6%	2.3%	3.4%
Deep Water Fishing.....	.8%		1.0%		2.9%	.9%
MatSu-Anchorage Bridge.....			.7%			.3%
Airport Bus Shuttle.....	.2%	.3%	1.8%		2.2%	1.0%
Casino.....		.3%				.0%
Nascar Event/More racetracks.....	.5%		.6%		1.5%	.5%
Improve Zoo.....	.2%		1.0%			.4%
Physician's Referral Service.....					1.8%	.2%
More Campgrounds/RV Parks.....	.7%	1.3%	.3%	1.6%		.7%
Better Restaurants.....	1.3%	1.5%	.6%		2.3%	1.0%
Better landscaping.....	.6%					.2%
More Native Food Restaurants.....	.9%					.2%
Native non-drinking Activities/Events.....	1.4%		.5%			.6%
Teen Center for Natives.....	.9%					.2%
More horse shows.....	.5%					.1%
Cheaper shopping/better prices.....		2.8%	1.9%		1.6%	1.3%
Olympics.....	2.5%	3.0%	1.7%	7.9%		2.6%
More dog mushing.....			.6%			.2%
New Native Hospital.....			.6%			.2%
More swimming pools.....	.7%		.4%			.3%
More bingo halls.....	.7%					.2%
Improve roads.....	.7%	2.3%	1.3%			1.1%
Extend State Fair/County Fair/Farmer's Market.....	1.4%			2.0%	1.7%	.7%
Fashion shows.....			.4%			.1%
Medical Conventions.....			.4%			.1%
Publicize Lake Hood Museum.....	.6%					.2%
Develop Tourism around Boat Harbor/Oceanfront.....	.6%				2.4%	.4%
Food Fairs.....			.4%	1.6%	1.7%	.5%
Move State capital to Anchorage area.....			.6%			.2%
Open up moose hunting.....			.6%			.2%
Better hunting.....		1.7%				.3%
Better archery facilities.....		1.0%				.2%
More rodeos.....				1.6%		.2%
More nightclubs.....		1.5%	.4%			.4%
More comedy shows.....			.9%			.3%
Parades.....			.6%			.2%
Extend Fur Rondy.....	.8%					.2%
Discount Coupons.....			.3%			.1%
Go Cart Racing.....					1.8%	.2%
Lottery.....			.6%			.2%
More Golf Courses.....	.9%					.2%
Non-alcoholic senior dances.....	.7%					.2%
Cheaper prices at PAC.....	.9%					.2%
More dog shows.....	.1%					.0%
Horse races.....					2.4%	.2%
TOTAL ROW PERCENT.....	19.7%	11.4%	27.0%	7.6%	7.1%	72.8%

HELLENTHAL & ASSOCIATES

PAGES 101 & 102

NUMBER OF ANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
METHOD OF MAKING TRAVEL PLANS:						
Never been.....	20.1%	1.1%				6.7%
At airport.....	6.3%	11.4%	6.9%	4.0%	2.9%	6.9%
On telephone with airlines.....	12.1%	23.7%	21.7%	13.6%	12.0%	17.4%
Local travel agency.....	20.9%	25.0%	24.9%	31.8%	15.7%	23.4%
Anchorage travel agency.....	1.6%	2.0%	2.4%	3.7%	6.7%	2.6%
Friend or associate.....	2.7%	5.0%	4.9%	7.3%	8.5%	4.7%
Always Drive.....	16.4%	21.6%	22.3%	16.6%	22.1%	19.8%
Self Arranged.....	19.8%	10.2%	16.9%	22.9%	32.1%	18.5%
ANCHORAGE DESTINATION RATING:						
Never been.....	20.1%	1.1%				6.7%
Good.....	60.7%	85.5%	90.5%	95.0%	88.3%	80.2%
Poor.....	12.0%	7.6%	4.2%	2.4%	4.7%	7.2%
Neutral.....	7.2%	5.7%	5.2%	2.6%	6.9%	5.9%
ALASKAN RESIDENCY:						
1984 to 1992.....	23.6%	19.0%	20.6%	21.3%	25.5%	21.8%
1976 to 1983.....	20.9%	23.9%	22.1%	25.1%	15.9%	21.7%
1967 to 1975.....	18.2%	21.3%	25.5%	22.4%	26.8%	22.3%
Before 1967.....	37.4%	35.8%	31.8%	31.2%	31.8%	34.2%
EDUCATION OF RESPONDENT:						
High School or less.....	42.8%	37.6%	35.4%	21.9%	16.1%	35.4%
1-2 Years College.....	25.9%	27.6%	28.1%	24.9%	20.7%	26.4%
3-4 Years College.....	21.1%	20.5%	21.0%	33.6%	28.8%	22.7%
Post College.....	10.2%	14.3%	15.4%	19.6%	34.4%	15.5%
HOUSEHOLD SIZE:						
One.....	19.4%	13.2%	14.1%	9.7%	8.5%	14.8%
Two.....	32.9%	23.7%	27.5%	31.0%	34.4%	29.5%
Three.....	16.6%	20.2%	14.5%	18.5%	18.1%	16.8%
Four.....	15.6%	17.3%	19.9%	18.1%	20.3%	18.0%
Five or more.....	15.4%	25.5%	24.1%	22.7%	18.7%	20.9%
NUMBER OF ADULTS IN HOUSEHOLD:						
One.....	25.7%	18.5%	17.6%	16.7%	9.3%	19.6%
Two.....	64.1%	65.2%	65.2%	69.3%	72.0%	65.8%
Three.....	6.5%	9.9%	12.7%	11.3%	11.3%	10.0%
Four.....	2.1%	4.1%	2.3%	2.6%	5.2%	2.8%
Five.....	.7%	1.4%	1.7%		1.3%	1.2%
Six.....	.6%	.1%	.5%			.4%
Seven.....	.3%	.7%			.9%	.3%
NUMBER OF CHILDREN OR ADOLESCENTS:						
None.....	56.6%	40.6%	45.0%	46.7%	50.6%	48.6%
One.....	15.0%	22.9%	16.1%	13.0%	18.5%	16.8%
Two.....	13.8%	15.5%	20.6%	18.1%	12.5%	16.7%
Three or More.....	14.7%	21.1%	18.3%	22.2%	18.4%	17.9%
TOTAL ROW PERCENT.....	32.5%	16.5%	34.3%	8.5%	8.3%	100.0%

NUMBER OF ANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
AGE OF RESPONDENT:						
18-29.....	20.2%	20.4%	18.3%	14.3%	17.5%	18.9%
30-34.....	14.3%	13.0%	15.2%	14.4%	10.8%	14.1%
35-39.....	17.9%	18.4%	17.0%	14.6%	16.7%	17.3%
40-49.....	18.7%	21.8%	30.3%	27.4%	29.0%	24.8%
50 Plus.....	28.9%	26.4%	19.2%	29.3%	25.9%	24.9%
MARITAL STATUS:						
Married.....	60.2%	66.0%	62.5%	70.8%	70.7%	63.7%
Separated.....	2.1%	1.3%	2.6%	2.4%	2.4%	2.2%
Divorced.....	11.2%	8.5%	10.4%	16.0%	11.9%	10.9%
Widowed.....	5.8%	5.0%	2.9%	1.9%	.9%	3.9%
Live Other Adult.....	9.7%	11.6%	14.5%	4.9%	8.6%	11.2%
Live Alone.....	11.0%	7.6%	7.1%	4.0%	5.5%	8.0%
OCCUPATION OF CHIEF WAGE EARNER:						
Local Government.....	4.0%	4.2%	4.7%	9.1%	6.0%	4.9%
State Government.....	7.3%	9.3%	9.3%	3.9%	12.6%	8.4%
Federal Government.....	3.3%	5.1%	5.7%	5.4%	2.5%	4.5%
Military.....	5.0%	4.2%	3.7%	3.1%	2.5%	4.0%
Oil & Gas.....	1.9%	2.6%	5.5%	3.9%	7.0%	3.8%
Fishing/Timber/Mining.....	16.2%	14.0%	9.7%	10.5%	4.6%	12.2%
Clerical/Retail/Sales.....	7.3%	8.0%	7.8%	5.3%	6.0%	7.3%
Service.....	21.2%	20.8%	15.1%	18.1%	18.5%	18.6%
Managers/Officials.....	3.4%	5.2%	4.7%	4.4%	5.2%	4.4%
Professionals/Doctors/Lawyers.....	17.6%	14.6%	17.3%	26.5%	24.6%	18.3%
Construction.....	8.3%	9.2%	12.9%	8.4%	9.6%	10.1%
Student.....	.9%		1.4%			.8%
Retired.....	1.1%	.7%	.7%	1.3%	.8%	.9%
Refused.....	2.5%	2.0%	1.6%			1.7%
TOTAL 1992 HOUSEHOLD INCOME:						
Under \$26,000.....	30.3%	29.9%	20.2%	13.3%	6.1%	22.9%
\$26,000 to \$35,999.....	22.3%	13.1%	11.5%	7.9%	15.7%	15.1%
\$36,000 to \$45,999.....	12.6%	12.9%	14.3%	12.2%	7.9%	12.8%
\$46,000 to \$65,999.....	19.0%	21.9%	25.8%	23.2%	23.0%	22.6%
\$66,000 or more.....	15.7%	22.3%	28.2%	43.4%	47.2%	26.6%
GENDER OF RESPONDENT:						
Male.....	45.7%	52.1%	51.4%	48.8%	58.4%	50.0%
Female.....	54.3%	47.9%	48.6%	51.2%	41.6%	50.0%
MARITAL STATUS BY GENDER (COMPUTED):						
Married Males.....	26.2%	36.2%	32.1%	37.0%	39.2%	31.9%
Married Females.....	34.0%	29.8%	30.4%	33.8%	31.5%	31.9%
Single Males.....	19.5%	15.9%	19.2%	11.9%	19.2%	18.1%
Single Females.....	20.3%	18.1%	18.3%	17.3%	10.1%	18.1%
FAMILY STATUS (COMPUTED):						
Young Single (18-37).....	12.4%	6.5%	12.0%	4.8%	12.3%	10.6%
Adult Single (38 +).....	17.5%	14.2%	11.8%	10.9%	7.9%	13.6%
Single Parent.....	9.9%	13.3%	13.6%	13.4%	9.2%	12.0%
Young Couple (18-37).....	7.5%	3.8%	6.2%	8.8%	8.4%	6.6%
Mature Couple (38 +).....	19.2%	16.1%	14.9%	22.2%	22.2%	17.7%
Young Family (18-37).....	17.5%	23.7%	16.1%	12.8%	15.8%	17.5%
Mature Family (38 +).....	16.0%	22.4%	25.2%	27.1%	24.4%	21.9%
TOTAL ROW PERCENT.....	32.5%	16.5%	34.3%	8.5%	8.3%	100.0%

NUMBER OF ANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
SAMPLE SIZE = 1,232

	NUMBER OF ANCHORAGE OVERNIGHT TRIPS:					TOTAL MEAN
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
Number of Anchorage overnight trips.....		1.00	3.09	7.43	23.28	3.79
Number of Anchorage overnight trips, if made any..	.	1.00	3.09	7.43	23.28	5.61
Number of overnight Anchorage convention trips....		.19	.59	1.24	2.08	.75
Number of overnight Anchorage convention trips, if made any.....	.	1.00	1.62	2.36	3.54	2.05
Number of non-Anchorage overnight trips.....	3.23	2.46	2.93	4.31	5.13	3.25
Number of non-Anchorage overnight trips, if made any.....	4.67	3.80	4.23	5.30	6.02	4.59
Anchorage destination rating.....	2.87	3.15	3.24	3.39	3.26	3.14
Years of Alaska residency.....	22.52	21.06	21.94	21.11	20.15	21.76
Education of respondent.....	13.62	13.91	13.94	14.70	15.43	14.02
Age of respondent.....	42.90	41.99	40.65	42.93	42.12	41.91
Household size.....	2.86	3.40	3.30	3.24	3.31	3.17
Number of adults in household.....	1.91	2.08	2.07	2.00	2.21	2.02
Children under 18.....	.95	1.33	1.23	1.24	1.11	1.14
Number of children in households with children....	2.18	2.23	2.23	2.32	2.24	2.23
1992 Household income.....	41.55	45.59	56.50	68.35	76.96	53.19

SECTION XVI:

NUMBER OF OVERNIGHT ANCHORAGE CONVENTION TRIPS

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF OVERNIGHT ANCHORAGE CONVENTION TRIPS:		TOTAL COL %
	No trips	1 or more trips	
ACTIVITIES PARTICIPATED IN DURING ANCHORAGE OVERNIGHT VISITS			
Participated in downtown shopping in the last year	77.0%	90.6%	82.0%
Participated in other mall shopping in the last year.....	71.0%	81.4%	74.8%
Participated in dining out in the last year.....	89.3%	95.3%	91.5%
Visited museums in the last year.....	13.6%	34.4%	21.3%
Visited nightclubs in the last year.....	25.3%	35.1%	28.9%
Participated in outdoor activities in the last year.....	26.5%	36.6%	30.2%
Attended special events in the last year.....	14.5%	34.7%	22.0%
Attended sports events in the last year.....	11.5%	20.7%	14.9%
Attended cultural events in the last year.....	16.1%	34.3%	22.8%
Participated in sightseeing in the last year.....	46.8%	50.0%	48.0%
Participated in tours in the last year.....	5.4%	6.9%	5.9%
Attended medical appointments in the last year...	31.7%	51.3%	39.0%
Didn't participate in any activities.....	2.6%	.4%	1.8%
EVER VISIT ANCHORAGE SPECIFICALLY TO ATTEND...			
Fur Rondy?.....	26.6%	43.0%	30.7%
Iditarod?.....	13.8%	22.8%	16.1%
Shootout?.....	6.4%	13.8%	8.3%
Pac events?.....	16.1%	29.9%	19.5%
Didn't attend any events.....	61.3%	43.5%	56.9%
AREAS OF ALASKA			
Southeast.....	26.4%	14.7%	23.5%
Kenai Peninsula.....	12.3%	17.4%	13.5%
Highways.....	17.9%	15.6%	17.4%
Fairbanks.....	22.9%	15.7%	21.1%
Kodiak.....	4.4%	4.7%	4.5%
Rural Alaska.....	16.1%	31.9%	20.0%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:			
No trips.....	43.2%		32.5%
1 trip.....	17.8%	12.4%	16.5%
2-5 trips.....	29.1%	50.1%	34.3%
6-10 trips.....	5.4%	17.9%	8.5%
11+ trips.....	4.6%	19.6%	8.3%
NUMBER OF NON-ANCHORAGE OVERNIGHT TRIPS:			
No trips.....	31.1%	23.2%	29.2%
1 trip.....	20.5%	19.1%	20.1%
2-5 trips.....	32.7%	36.8%	33.7%
6-10 trips.....	10.2%	12.1%	10.6%
11+ trips.....	5.5%	8.8%	6.3%
TOTAL ROW PERCENT.....	75.1%	24.9%	100.0%

NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS:		TOTAL COL %
	No trips	1 or more trips	
THREE ACTIVITIES ENJOY MOST WHILE IN ANCHORAGE			
Never been to Anchorage.....	12.2%		8.9%
Billiards/Pool.....	.1%		.1%
Bowling.....	.2%	.1%	.2%
Eating Out/Dining.....	15.7%	20.8%	17.1%
Shopping.....	27.6%	29.5%	28.1%
Visiting Friends/Relatives.....	8.9%	10.4%	9.3%
Fishing.....	1.4%	1.0%	1.3%
Theater/Movies.....	5.8%	11.1%	7.3%
Staying in Hotel.....	.2%	.3%	.2%
Nightlife/Nightclubs/Dancing.....	2.9%	3.0%	2.9%
Sightseeing.....	6.6%	4.1%	5.9%
Skiing.....	2.3%	2.4%	2.4%
Concerts/Music.....	1.5%	1.7%	1.5%
Hockey.....	.6%	.1%	.5%
Museums.....	1.4%	1.6%	1.4%
Zoo.....	.7%	.9%	.7%
Gun Shows.....	.0%	.1%	.1%
School/Educational Events.....	.2%	.3%	.2%
Library.....	.3%	.2%	.3%
Relax/Recreation.....	.4%	.4%	.4%
Baseball.....	.1%		.1%
PAC/Cultural Events.....	1.2%	1.1%	1.2%
Horse Shows/Horseriding.....	.1%	.1%	.1%
Church.....	.2%	.7%	.4%
Parks/Outdoor Activities.....	.3%	.7%	.4%
Driving.....	.8%	1.1%	.9%
Sports/Sporting Events.....	1.5%	1.6%	1.5%
Conventions/Seminars/Business Meetings.....	.4%	.7%	.5%
Biking/Bike Trails.....	.4%	.3%	.4%
Fur Rondy.....	.5%	.7%	.5%
Iditarod.....	.1%	.3%	.2%
Fairs/Renaissance Fair.....	.1%	.4%	.2%
Bingo.....	.8%	.9%	.8%
Birdwatching.....	.1%		.0%
Hunting.....	.0%		.0%
Golf.....	.4%	.2%	.3%
Arts/Crafts.....	.3%	.3%	.3%
Bookstore.....		.3%	.1%

NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS:		TOTAL COL %
	No trips	1 or more trips	
Hiking/Walking.....	1.2%	.7%	1.1%
Children's Events.....	.1%		.1%
Sullivan Events.....	.0%		.0%
Senior Center.....	.0%		.0%
Massages.....	.0%		.0%
Great Alaskan Experience.....	.0%		.0%
Imaginarium.....	.3%		.3%
Visiting Portage.....	.1%		.0%
High School Basketball.....	.0%		.0%
Special Events.....	.1%		.1%
Boating/Boat Shows.....	.1%		.1%
Being away from home.....	.0%	.1%	.0%
Real Estate.....	.1%		.0%
Dog Races.....	.1%	.1%	.1%
Parks.....	.2%	.3%	.2%
Room Service.....		.1%	.0%
Swimming/Water Sports.....	.3%	.2%	.3%
Volleyball.....		.2%	.0%
Elevator Rides.....	.1%		.0%
Running/Jogging.....	.1%		.1%
Basketball.....	.1%		.1%
Arcades.....	.1%		.1%
Dog Mushing.....		.2%	.0%
Train Ride.....	.1%		.1%
Auctions.....	.1%		.0%
Gun Shows.....	.1%		.0%
Art Galleries.....		.2%	.0%
Tennis.....	.1%		.1%
Roller Skating.....	.1%		.1%
Haircut/Beauty Salon.....	.1%	.2%	.1%
Flying.....		.2%	.0%
Whirlyball.....		.1%	.0%
Comedy Shows.....	.0%		.0%
Dog Shows.....	.0%		.0%
TOTAL ROW PERCENT.....	30.1%	10.8%	40.9%

NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS:		TOTAL COL %
	No trips	1 or more trips	
ACTIVITIES/SERVICES/EVENTS THAT ANCHORAGE SHOULD PROVIDE			
More Children's Activities/Family Activities.....	2.9%	3.4%	3.1%
Housing/Places to Stay/More hotels.....	1.1%		.8%
Shopping/More Stores/24-hour stores/Mega-Mall.....	4.1%	4.0%	4.1%
Skiing.....	2.0%	1.2%	1.8%
More museums/Better hours.....	.7%	1.1%	.8%
More Concerts/Theaters/Plays/Cultural events.....	16.5%	14.4%	15.8%
Amusement Park.....	4.3%	1.9%	3.5%
Equal Funding for Arts.....	.3%		.2%
Weekend Packages/Getaways/Cheaper hotels.....	5.1%	5.4%	5.2%
Improve Traffic/Congestion/Safer drivers.....	4.6%	3.2%	4.2%
Football.....	.8%	.1%	.6%
Country Western concerts.....	.5%	.5%	.5%
Trade Fairs/Swap meets.....	.6%	.6%	.6%
More Seminars/Educators.....	.7%	1.8%	1.0%
Outdoor Sports.....	.6%		.4%
More Toy Stores.....	.1%		.0%
Skydiving.....	.1%		.0%
More Hockey.....	.1%	.1%	.1%
Religious Events.....	.3%		.2%
More Arts & Crafts/Art shows.....	1.1%	1.6%	1.2%
Air Shows.....		.4%	.1%
Water Sports.....		.4%	.1%
Better Mass Transit/Buses.....	3.9%	4.9%	4.2%
Better parking/PAC Parking/Overnight parking.....	1.5%	2.1%	1.7%
Safer Downtown/Clean up 4th Ave/Close liquor stores.....	1.8%	2.1%	1.9%
More Sporting Events.....	3.6%	6.7%	4.6%
Better Crime Prevention.....	1.5%	2.2%	1.7%
Bicycle Races.....	.2%		.1%
Lower Air Fares/Transportation.....	11.9%	12.7%	12.1%
More Advertising about Events.....	1.5%	1.3%	1.5%
Kenai-Anchorage bridge.....		.4%	.1%
Ferry Service to Anchorage.....	.2%	.4%	.3%
Motorized handicapped shopping carts.....		.5%	.1%
Wave machine.....		.4%	.1%
Cheaper/Safer Taxicabs.....	.3%	.6%	.4%
Classic Car Auctions.....		.1%	.0%
More Jobs.....	.4%	.6%	.4%
Train to Alyeska.....	.1%	.1%	.1%
Enlarge Kid's Science Fair.....		.1%	.0%
Better Bike Trails.....	1.2%	1.4%	1.3%
Large Screen Theater.....	.3%		.2%
Boat Shows.....	.3%	.1%	.3%
Historical Visitors's Center.....	.6%	1.0%	.7%
Fewer Tourists.....	1.6%	2.6%	1.9%
Hair Shows.....	.2%		.1%
Drag Races.....	.3%		.2%

HELLENTHAL & ASSOCIATES

PAGES 109 & 110

(continued)

NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS:		TOTAL COL %
	No trips	1 or more trips	
Pro Baseball Team.....	2.2%	6.2%	3.4%
Deep Water Fishing.....	.7%	1.3%	.9%
MatSu-Anchorage Bridge.....		.8%	.3%
Airport Bus Shuttle.....	.7%	1.5%	1.0%
Casino.....	.1%		.0%
Nascar Event/More racetracks.....	.4%	.8%	.5%
Improve Zoo.....	.6%		.4%
Physician's Referral Service.....	.2%		.2%
More Campgrounds/RV Parks.....	.5%	1.3%	.7%
Better Restaurants.....	.8%	1.5%	1.0%
Better landscaping.....	.2%		.2%
More Native Food Restaurants.....	.3%		.2%
Native non-drinking Activities/Events.....	.8%		.6%
Teen Center for Natives.....	.3%		.2%
More horse shows.....	.2%		.1%
Cheaper shopping/better prices.....	1.5%	.7%	1.3%
Olympics.....	3.3%	1.0%	2.6%
More dog mushing.....	.3%		.2%
New Native Hospital.....	.3%		.2%
More swimming pools.....	.3%	.5%	.3%
More bingo halls.....	.3%		.2%
Improve roads.....	1.1%	1.0%	1.1%
Extend State Fair/County Fair/Farmer's Market.....	.8%	.7%	.7%
Fashion shows.....	.2%		.1%
Medical Conventions.....	.2%		.1%
Publicize Lake Hood Museum.....	.2%		.2%
Develop Tourism around Boat Harbor/Oceanfront.....	.2%	.7%	.4%
Food Fairs.....	.7%		.5%
Move State capital to Anchorage area.....	.3%		.2%
Open up moose hunting.....	.3%		.2%
Better hunting.....	.4%		.3%
Better archery facilities.....		.5%	.2%
More rodeos.....	.2%		.2%
More nightclubs.....	.3%	.5%	.4%
More comedy shows.....	.5%		.3%
Parades.....	.3%		.2%
Extend Fur Rondy.....	.3%		.2%
Discount Coupons.....	.2%		.1%
Go Cart Racing.....		.6%	.2%
Lottery.....	.3%		.2%
More Golf Courses.....	.3%		.2%
Non-alcoholic senior dances.....	.3%		.2%
Cheaper prices at PAC.....	.3%		.2%
More dog shows.....	.1%		.0%
Horse races.....	.3%		.2%
TOTAL ROW PERCENT.....	51.3%	21.5%	72.8%

HELLENTHAL & ASSOCIATES

PAGES 109 & 110

NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS:		TOTAL COL % :
	No trips	1 or more trips	
METHOD OF MAKING TRAVEL PLANS:			
Never been.....	8.9%		6.7%
At airport.....	7.3%	5.6%	6.9%
On telephone with airlines.....	16.2%	21.1%	17.4%
Local travel agency.....	21.6%	29.1%	23.4%
Anchorage travel agency.....	2.3%	3.3%	2.6%
Friend or associate.....	4.4%	5.6%	4.7%
Always Drive.....	20.4%	17.8%	19.8%
Self Arranged.....	18.8%	17.5%	18.5%
ANCHORAGE DESTINATION RATING:			
Never been.....	8.9%		6.7%
Good.....	76.2%	92.3%	80.2%
Poor.....	8.3%	4.0%	7.2%
Neutral.....	6.6%	3.7%	5.9%
ALASKAN RESIDENCY:			
1984 to 1992.....	22.3%	20.3%	21.8%
1976 to 1983.....	22.4%	19.7%	21.7%
1967 to 1975.....	21.5%	24.5%	22.3%
Before 1967.....	33.8%	35.5%	34.2%
EDUCATION OF RESPONDENT:			
High School or less.....	41.3%	17.8%	35.4%
1-2 Years College.....	25.9%	27.9%	26.4%
3-4 Years College.....	21.4%	26.5%	22.7%
Post College.....	11.4%	27.8%	15.5%
HOUSEHOLD SIZE:			
One.....	16.1%	10.9%	14.8%
Two.....	30.2%	27.4%	29.5%
Three.....	17.3%	15.1%	16.8%
Four.....	17.8%	18.5%	18.0%
Five or more.....	18.6%	28.1%	20.9%
NUMBER OF ADULTS IN HOUSEHOLD:			
One.....	21.5%	13.8%	19.6%
Two.....	64.8%	68.5%	65.8%
Three.....	9.4%	11.9%	10.0%
Four.....	2.5%	3.5%	2.8%
Five.....	1.1%	1.5%	1.2%
Six.....	.4%	.4%	.4%
Seven.....	.3%	.3%	.3%
NUMBER OF CHILDREN OR ADOLESCENTS:			
None.....	50.5%	43.0%	48.6%
One.....	17.3%	15.3%	16.8%
Two.....	15.9%	18.8%	16.7%
Three or More.....	16.2%	23.0%	17.9%
TOTAL ROW PERCENT.....	75.1%	24.9%	100.0%

NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS
COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS:		TOTAL COL %
	No trips	1 or more trips	
AGE OF RESPONDENT:			
18-29.....	21.1%	12.1%	18.9%
30-34.....	14.4%	13.1%	14.1%
35-39.....	16.6%	19.4%	17.3%
40-49.....	22.1%	32.8%	24.8%
50 Plus.....	25.7%	22.6%	24.9%
MARITAL STATUS:			
Married.....	61.4%	70.9%	63.7%
Separated.....	2.5%	1.1%	2.2%
Divorced.....	11.0%	10.7%	10.9%
Widowed.....	4.5%	2.4%	3.9%
Live Other Adult.....	11.6%	9.8%	11.2%
Live Alone.....	9.0%	5.1%	8.0%
OCCUPATION OF CHIEF WAGE EARNER:			
Local Government.....	4.1%	7.1%	4.9%
State Government.....	8.5%	8.3%	8.4%
Federal Government.....	4.3%	5.3%	4.5%
Military.....	5.0%	1.2%	4.0%
Oil & Gas.....	3.7%	4.2%	3.8%
Fishing/Timber/Mining.....	13.1%	9.5%	12.2%
Clerical/Retail/Sales.....	7.2%	7.8%	7.3%
Service.....	20.2%	13.7%	18.6%
Managers/Officials.....	3.8%	6.1%	4.4%
Professionals/Doctors/Lawyers.....	16.3%	24.5%	18.3%
Construction.....	9.9%	10.8%	10.1%
Student.....	1.0%	.2%	.8%
Retired.....	1.2%		.9%
Refused.....	1.8%	1.3%	1.7%
TOTAL 1991 HOUSEHOLD INCOME:			
Under \$26,000.....	26.6%	12.4%	22.9%
\$26,000 to \$35,999.....	16.8%	10.3%	15.1%
\$36,000 to \$45,999.....	12.8%	12.7%	12.8%
\$46,000 to \$65,999.....	22.7%	22.4%	22.6%
\$66,000 or more.....	21.0%	42.1%	26.6%
GENDER OF RESPONDENT:			
Male.....	49.3%	52.2%	50.0%
Female.....	50.7%	47.8%	50.0%
MARITAL STATUS BY GENDER (COMPUTED):			
Married Males.....	29.8%	38.1%	31.9%
Married Females.....	31.6%	32.8%	31.9%
Single Males.....	19.5%	14.1%	18.1%
Single Females.....	19.2%	15.0%	18.1%
FAMILY STATUS (COMPUTED):			
Young Single (18-37).....	11.6%	7.8%	10.6%
Adult Single (38 +).....	14.6%	10.7%	13.6%
Single Parent.....	12.4%	10.7%	12.0%
Young Couple (18-37).....	7.0%	5.7%	6.6%
Mature Couple (38 +).....	17.4%	18.8%	17.7%
Young Family (18-37).....	18.5%	14.4%	17.5%
Mature Family (38 +).....	18.5%	32.0%	21.9%
TOTAL ROW PERCENT.....	75.1%	24.9%	100.0%

NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
SAMPLE SIZE = 1,232

	NUMBER OF ANCHORAGE OVERNIGHT CONVENTION TRIPS:		TOTAL MEAN
	No trips	1 or more trips	
Number of Anchorage overnight trips.....	2.63	7.28	3.79
Number of Anchorage overnight trips, if made any..	4.64	7.28	5.61
Number of overnight Anchorage convention trips....		2.05	.75
Number of overnight Anchorage convention trips, if made any.....	.	2.05	2.05
Number of non-Anchorage overnight trips.....	3.13	3.63	3.25
Number of non-Anchorage overnight trips, if made any.....	4.54	4.72	4.59
Anchorage destination rating.....	3.08	3.31	3.14
Years of Alaska residency.....	21.68	22.02	21.76
Education of respondent.....	13.70	14.99	14.02
Age of respondent.....	41.75	42.42	41.91
Household size.....	3.06	3.48	3.17
Number of adults in household.....	1.99	2.13	2.02
Children under 18.....	1.07	1.35	1.14
Number of children in households with children....	2.17	2.37	2.23
1992 Household income.....	48.47	66.38	53.19

SECTION XVII:

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
ACTIVITIES PARTICIPATED IN DURING ANCHORAGE OVERNIGHT VISITS						
Participated in downtown shopping in the last year	78.9%	82.3%	84.3%	82.3%	82.4%	82.0%
Participated in other mall shopping in the last year.....	75.7%	74.1%	73.2%	72.1%	86.8%	74.8%
Participated in dining out in the last year.....	85.4%	91.8%	95.1%	94.9%	92.7%	91.5%
Visited museums in the last year.....	14.7%	20.3%	26.1%	18.4%	32.5%	21.3%
Visited nightclubs in the last year.....	23.9%	32.9%	29.4%	32.0%	30.5%	28.9%
Participated in outdoor activities in the last year.....	22.6%	30.1%	34.2%	30.3%	43.2%	30.2%
Attended special events in the last year.....	15.7%	18.8%	24.7%	22.9%	43.6%	22.0%
Attended sports events in the last year.....	10.5%	12.6%	15.1%	23.6%	25.0%	14.9%
Attended cultural events in the last year.....	20.6%	21.0%	22.4%	26.6%	34.6%	22.8%
Participated in sightseeing in the last year.....	42.3%	53.6%	48.0%	53.0%	45.9%	48.0%
Participated in tours in the last year.....	4.4%	9.5%	4.7%	6.5%	7.3%	5.9%
Attended medical appointments in the last year....	38.5%	43.5%	36.7%	37.1%	41.9%	39.0%
Didn't participate in any activities.....	3.1%	2.7%	.5%	1.5%	.5%	1.8%
EVER VISIT ANCHORAGE SPECIFICALLY TO ATTEND...						
Fur Rondy?.....	30.3%	27.9%	30.2%	29.4%	45.6%	30.7%
Iditarod?.....	19.2%	16.3%	12.6%	12.1%	26.1%	16.1%
Shootout?.....	8.2%	7.3%	8.2%	8.6%	11.7%	8.3%
Pac events?.....	19.6%	18.4%	21.0%	12.6%	26.3%	19.5%
Didn't attend any events.....	55.3%	60.7%	57.6%	60.6%	42.1%	56.9%
AREAS OF ALASKA						
Southeast.....	12.4%	26.2%	28.9%	34.4%	18.9%	23.5%
Kenai Peninsula.....	21.3%	11.6%	12.0%	5.8%	5.2%	13.5%
Highways.....	12.8%	16.6%	17.9%	19.4%	34.4%	17.4%
Fairbanks.....	19.8%	19.8%	24.3%	21.2%	14.0%	21.1%
Kodiak.....	6.5%	5.8%	3.5%	1.1%	1.6%	4.5%
Rural Alaska.....	27.2%	19.9%	13.4%	18.1%	25.9%	20.0%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:						
No trips.....	34.5%	33.1%	32.4%	26.1%	32.0%	32.5%
1 trip.....	19.9%	20.1%	13.7%	11.7%	11.9%	16.5%
2 to 5 trips.....	36.0%	32.1%	35.3%	36.9%	23.4%	34.3%
6 to 10 trips.....	5.4%	7.8%	9.2%	12.1%	14.7%	8.5%
11 plus trips.....	4.2%	6.9%	9.4%	13.1%	18.0%	8.3%
NUMBER OF OVERNIGHT ANCHORAGE CONVENTION TRIPS:						
None.....	80.2%	76.4%	72.8%	71.7%	65.4%	75.1%
One.....	13.8%	15.3%	13.8%	10.6%	13.2%	13.7%
Two or more.....	6.0%	8.3%	13.4%	17.6%	21.4%	11.2%
TOTAL ROW PERCENT.....	29.2%	20.1%	33.7%	10.6%	6.3%	100.0%

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
THREE ACTIVITIES ENJOY MOST WHILE IN ANCHORAGE						
Never been to Anchorage.....	7.7%	12.0%	8.7%	10.4%	2.2%	8.9%
Billiards/Pool.....	.1%		.1%			.1%
Bowling.....	.3%		.2%	.4%		.2%
Eating Out/Dining.....	18.0%	16.4%	16.7%	17.3%	16.7%	17.1%
Shopping.....	30.6%	28.9%	26.8%	24.1%	30.1%	28.1%
Visiting Friends/Relatives.....	9.1%	8.1%	9.8%	9.9%	10.9%	9.3%
Fishing.....	1.2%	.4%	1.8%	1.2%	1.1%	1.3%
Theater/Movies.....	8.1%	7.7%	6.5%	6.9%	7.4%	7.3%
Staying in Hotel.....	.1%		.2%	.8%		.2%
Nightlife/Nightclubs/Dancing.....	2.9%	3.5%	2.4%	3.8%	2.8%	2.9%
Sightseeing.....	5.8%	5.7%	5.6%	6.1%	8.8%	5.9%
Skiing.....	1.1%	2.0%	3.3%	2.4%	3.6%	2.4%
Concerts/Music.....	1.3%	1.2%	1.9%	2.0%	.8%	1.5%
Hockey.....	.3%	.5%	.6%	.7%		.5%
Museums.....	1.3%	1.6%	1.5%	.8%	2.3%	1.4%
Zoo.....	.8%	1.3%	.7%			.7%
Gun Shows.....	.1%	.2%				.1%
School/Educational Events.....	.3%	.2%	.2%	.3%		.2%
Library.....	.0%	.4%	.4%	.4%	.5%	.3%
Relax/Recreation.....	.8%		.5%			.4%
Baseball.....	.3%					.1%
PAC/Cultural Events.....	.9%	1.2%	1.1%	2.1%	1.6%	1.2%
Horse Shows/Horseriding.....		.4%				.1%
Church.....	.4%	.6%	.3%		.8%	.4%
Parks/Outdoor Activities.....	.3%	.7%	.3%	.4%	.5%	.4%
Driving.....	1.3%	.9%	.7%	.8%		.9%
Sports/Sporting Events.....	1.0%	.8%	1.8%	1.4%	4.8%	1.5%
Conventions/Seminars/Business Meetings.....	.5%	.3%	.4%	.7%	1.3%	.5%
Biking/Bike Trails.....	.3%	.2%	.2%	.6%	1.3%	.4%
Fur Rondy.....	.5%	1.3%	.4%		.6%	.5%
Iditarod.....	.1%	.2%	.0%	.8%		.2%
Fairs/Renaissance Fair.....	.3%	.0%	.3%			.2%
Bingo.....	1.0%	.6%	.8%	1.2%		.8%
Birdwatching.....			.1%			.0%
Hunting.....	.0%					.0%
Golf.....	.2%	.6%	.1%	1.3%		.3%
Arts/Crafts.....	.2%	.4%	.1%	.7%		.3%
Bookstore.....			.2%			.1%

HELLENTHAL & ASSOCIATES

PAGES 115 & 116

(continued)

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
Hiking/Walking.....	.4%	.8%	1.8%	1.6%		1.1%
Children's Events.....	.1%		.1%			.1%
Sullivan Events.....	.1%					.0%
Senior Center.....			.1%			.0%
Massages.....			.0%			.0%
Great Alaskan Experience.....			.0%			.0%
Imaginarium.....	.2%	.2%	.4%			.3%
Visiting Portage.....		.0%	.1%			.0%
High School Basketball.....					.2%	.0%
Special Events.....			.3%			.1%
Boating/Boat Shows.....			.2%			.1%
Being away from home.....			.1%			.0%
Real Estate.....			.1%			.0%
Dog Races.....			.1%	.4%	.8%	.1%
Parks.....	.3%		.2%		.8%	.2%
Room Service.....		.2%				.0%
Swimming/Water Sports.....	.2%		.5%	.4%		.3%
Volleyball.....			.1%			.0%
Elevator Rides.....	.1%					.0%
Running/Jogging.....	.0%		.3%			.1%
Basketball.....	.2%		.1%			.1%
Arcades.....	.3%					.1%
Dog Mushing.....	.2%					.0%
Train Ride.....				.5%		.1%
Auctions.....			.1%			.0%
Gun Shows.....	.2%					.0%
Art Galleries.....		.2%				.0%
Tennis.....			.1%			.1%
Roller Skating.....	.2%					.1%
Haircut/Beauty Salon.....	.3%					.1%
Flying.....			.1%			.0%
Whirlyball.....			.1%			.0%
Comedy Shows.....		.0%				.0%
Dog Shows.....	.0%					.0%
TOTAL ROW PERCENT.....	11.9%	8.2%	13.9%	4.4%	2.5%	40.9%

HELLENTHAL & ASSOCIATES

PAGES 115 & 116

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
ACTIVITIES/SERVICES/EVENTS THAT ANCHORAGE SHOULD PROVIDE						
More Children's Activities/Family Activities.....	2.8%	.7%	2.9%	6.0%	7.0%	3.1%
Housing/Places to Stay/More hotels.....		1.1%	1.1%	2.1%		.8%
Shopping/More Stores/24-hour stores/Mega-Mall.....	5.1%	4.6%	2.7%	1.3%	8.0%	4.1%
Skiing.....	1.5%	1.9%	1.6%		5.9%	1.8%
More museums/Better hours.....	2.4%	.6%				.8%
More Concerts/Theaters/Plays/Cultural events.....	18.2%	15.1%	15.5%	13.6%	13.4%	15.8%
Amusement Park.....	2.6%	5.1%	3.4%	5.8%		3.5%
Equal Funding for Arts.....				1.8%		.2%
Weekend Packages/Getaways/Cheaper hotels.....	4.0%	5.3%	8.3%	3.8%		5.2%
Improve Traffic/Congestion/Safer drivers.....	2.2%	5.7%	3.8%	8.5%	2.0%	4.2%
Football.....	1.4%		.2%	1.2%		.6%
Country Western concerts.....	1.1%		.6%			.5%
Trade Fairs/Swap meets.....	.6%		1.4%			.6%
More Seminars/Educators.....	1.5%	1.9%	.4%			1.0%
Outdoor Sports.....	1.4%					.4%
More Toy Stores.....		.2%				.0%
Skydiving.....			.1%			.0%
More Hockey.....	.1%		.2%			.1%
Religious Events.....	.8%					.2%
More Arts & Crafts/Art shows.....	.6%	1.0%	1.8%	2.9%		1.2%
Air Shows.....	.4%					.1%
Water Sports.....	.4%					.1%
Better Mass Transit/Buses.....	1.8%	3.3%	6.9%	4.2%	6.4%	4.2%
Better parking/PAC Parking/Overnight parking.....	1.4%	1.9%	1.2%	2.0%	3.1%	1.7%
Safer Downtown/Clean up 4th Ave/Close liquor stores.....	.8%	1.9%	2.6%	2.0%	3.1%	1.9%
More Sporting Events.....	3.9%	4.3%	5.8%	3.6%	5.1%	4.6%
Better Crime Prevention.....	1.7%		1.3%	6.7%		1.7%
Bicycle Races.....			.4%			.1%
Lower Air Fares/Transportation.....	9.8%	20.3%	9.6%	8.3%	13.0%	12.1%
More Advertising about Events.....	.9%	2.2%	.8%	4.2%		1.5%
Kenai-Anchorage bridge.....			.4%			.1%
Ferry Service to Anchorage.....			1.0%			.3%
Motorized handicapped shopping carts.....		.7%				.1%
Wave machine.....			.4%			.1%
Cheaper/Safer Taxicabs.....	1.4%					.4%
Classic Car Auctions.....		.2%				.0%
More Jobs.....	.1%	.8%	.7%			.4%
Train to Alyeska.....	.1%		.1%			.1%
Enlarge Kid's Science Fair.....	.1%					.0%
Better Bike Trails.....	.7%	1.1%	1.4%		5.6%	1.3%
Large Screen Theater.....		1.0%				.2%
Boat Shows.....		.2%	.7%			.3%
Historical Visitors's Center.....	1.6%				2.9%	.7%
Fewer Tourists.....	1.7%	1.2%	2.5%	2.1%	2.0%	1.9%
Hair Shows.....			.5%			.1%
Drag Races.....	.7%					.2%

HELLENTHAL & ASSOCIATES

PAGES 117 & 118

(continued)

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
Pro Baseball Team.....	1.6%	3.6%	4.2%	3.4%	6.3%	3.4%
Deep Water Fishing.....	2.0%			2.3%		.9%
MatSu-Anchorage Bridge.....	.8%					.3%
Airport Bus Shuttle.....	.8%		1.0%	3.8%		1.0%
Casino.....		.2%				.0%
Nascar Event/More racetracks.....	.5%	.6%		2.0%		.5%
Improve Zoo.....		.6%	.1%	2.0%		.4%
Physician's Referral Service.....		.7%				.2%
More Campgrounds/RV Parks.....	1.7%		.7%			.7%
Better Restaurants.....	.7%		1.3%		5.9%	1.0%
Better landscaping.....			.6%			.2%
More Native Food Restaurants.....	.8%					.2%
Native non-drinking Activities/Events.....	2.0%					.6%
Teen Center for Natives.....	.8%					.2%
More horse shows.....	.4%					.1%
Cheaper shopping/better prices.....	2.6%	1.1%	.8%			1.3%
Olympics.....	3.6%	2.1%	3.0%	1.7%		2.6%
More dog mushing.....			.8%			.2%
New Native Hospital.....		1.1%				.2%
More swimming pools.....	1.2%					.3%
More bingo halls.....	.7%					.2%
Improve roads.....	.7%	.6%	1.3%	1.4%	2.7%	1.1%
Extend State Fair/County Fair/Farmer's Market.....	.5%	2.0%			2.1%	.7%
Fashion shows.....	.5%					.1%
Medical Conventions.....	.5%					.1%
Publicize Lake Hood Museum.....		.7%				.2%
Develop Tourism around Boat Harbor/Oceanfront.....		.7%	.8%			.4%
Food Fairs.....	.6%			1.2%	2.1%	.5%
Move State capital to Anchorage area.....			.8%			.2%
Open up moose hunting.....			.8%			.2%
Better hunting.....		1.2%				.3%
Better archery facilities.....			.5%			.2%
More rodeos.....	.6%					.2%
More nightclubs.....	1.3%					.4%
More comedy shows.....			1.2%			.3%
Parades.....	.7%					.2%
Extend Fur Rondy.....		1.0%				.2%
Discount Coupons.....		.6%				.1%
Go Cart Racing.....			.6%			.2%
Lottery.....			.8%			.2%
More Golf Courses.....				2.0%		.2%
Non-alcoholic senior dances.....	.6%					.2%
Cheaper prices at PAC.....					3.1%	.2%
More dog shows.....	.1%					.0%
Horse races.....		1.0%				.2%
TOTAL ROW PERCENT.....	19.4%	16.8%	21.5%	9.1%	5.9%	72.8%

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PAGES 117 & 118

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
METHOD OF MAKING TRAVEL PLANS:						
Never been.....	5.6%	8.9%	6.8%	8.4%	1.5%	6.7%
At airport.....	8.6%	11.0%	3.8%	6.4%	3.1%	6.9%
On telephone with airlines.....	20.5%	16.1%	15.0%	21.6%	13.3%	17.4%
Local travel agency.....	16.5%	21.7%	27.5%	23.8%	38.7%	23.4%
Anchorage travel agency.....	3.5%	2.2%	2.0%	4.0%		2.6%
Friend or associate.....	3.4%	4.8%	4.3%	9.6%	3.8%	4.7%
Always Drive.....	24.3%	17.4%	20.9%	10.4%	16.3%	19.8%
Self Arranged.....	17.6%	17.9%	19.7%	15.7%	23.2%	18.5%
ANCHORAGE DESTINATION RATING:						
Never been.....	5.6%	8.9%	6.8%	8.4%	1.5%	6.7%
Good.....	80.9%	76.7%	79.8%	79.5%	91.6%	80.2%
Poor.....	7.8%	7.9%	7.4%	5.5%	3.5%	7.2%
Neutral.....	5.7%	6.4%	6.0%	6.5%	3.5%	5.9%
ALASKAN RESIDENCY:						
1984 to 1992.....	18.3%	24.5%	22.4%	22.4%	24.4%	21.8%
1976 to 1983.....	17.8%	22.5%	23.7%	24.1%	22.7%	21.7%
1967 to 1975.....	21.4%	18.9%	23.2%	29.2%	20.2%	22.3%
Before 1967.....	42.4%	34.1%	30.7%	24.3%	32.7%	34.2%
EDUCATION OF RESPONDENT:						
High School or less.....	49.2%	40.1%	25.6%	23.4%	29.7%	35.4%
1-2 Years College.....	25.3%	27.3%	29.5%	21.7%	20.5%	26.4%
3-4 Years College.....	18.0%	18.6%	25.7%	29.9%	28.7%	22.7%
Post College.....	7.6%	13.9%	19.2%	25.0%	21.1%	15.5%
HOUSEHOLD SIZE:						
One.....	16.7%	14.4%	15.6%	10.8%	9.7%	14.8%
Two.....	24.7%	31.9%	33.7%	29.8%	21.2%	29.5%
Three.....	16.6%	16.0%	15.8%	14.9%	28.2%	16.8%
Four.....	18.8%	14.5%	16.8%	21.2%	25.7%	18.0%
Five or more.....	23.1%	23.2%	18.1%	23.2%	15.1%	20.9%
NUMBER OF ADULTS IN HOUSEHOLD:						
One.....	22.1%	20.1%	20.4%	12.2%	14.8%	19.6%
Two.....	59.3%	66.3%	68.5%	75.7%	62.9%	65.8%
Three.....	12.6%	9.3%	7.4%	8.3%	17.4%	10.0%
Four.....	3.2%	3.2%	2.2%	3.0%	2.1%	2.8%
Five.....	1.8%	1.0%	.9%	.2%	1.8%	1.2%
Six.....	.7%	.1%	.3%	.6%		.4%
Seven.....	.4%	.1%	.2%		1.1%	.3%
NUMBER OF CHILDREN OR ADOLESCENTS:						
None.....	46.3%	50.8%	51.6%	43.8%	44.7%	48.6%
One.....	17.3%	14.5%	18.0%	16.4%	15.7%	16.8%
Two.....	19.0%	13.4%	14.2%	18.7%	25.9%	16.7%
Three or More.....	17.4%	21.3%	16.1%	21.0%	13.7%	17.9%
TOTAL ROW PERCENT.....	29.2%	20.1%	33.7%	10.6%	6.3%	100.0%

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:					TOTAL COL %
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
AGE OF RESPONDENT:						
18-29.....	19.5%	22.2%	16.6%	20.3%	15.3%	18.9%
30-34.....	16.2%	16.2%	11.8%	14.5%	9.5%	14.1%
35-39.....	16.5%	15.3%	20.3%	9.3%	25.0%	17.3%
40-49.....	21.0%	22.3%	26.7%	34.4%	24.3%	24.8%
50 Plus.....	26.8%	24.0%	24.7%	21.6%	25.9%	24.9%
MARITAL STATUS:						
Married.....	58.9%	59.6%	65.1%	74.4%	74.0%	63.7%
Separated.....	4.2%	2.1%	.8%		4.5%	2.2%
Divorced.....	9.6%	11.1%	12.1%	11.1%	9.8%	10.9%
Widowed.....	5.0%	6.0%	3.5%	1.0%		3.9%
Live Other Adult.....	13.5%	12.3%	10.0%	9.5%	5.9%	11.2%
Live Alone.....	8.9%	9.0%	8.5%	4.0%	5.8%	8.0%
OCCUPATION OF CHIEF WAGE EARNER:						
Local Government.....	4.4%	5.3%	4.6%	6.8%	4.0%	4.9%
State Government.....	6.3%	9.1%	10.9%	6.5%	6.1%	8.4%
Federal Government.....	4.4%	4.3%	3.4%	8.3%	5.4%	4.5%
Military.....	4.3%	3.1%	3.4%	6.5%	4.7%	4.0%
Oil & Gas.....	4.5%	2.5%	3.8%	3.3%	6.3%	3.8%
Fishing/Timber/Mining.....	15.3%	12.1%	11.5%	8.1%	8.2%	12.2%
Clerical/Retail/Sales.....	8.8%	4.9%	9.0%	2.6%	7.2%	7.3%
Service.....	21.4%	21.5%	15.1%	18.2%	15.0%	18.6%
Managers/Officials.....	4.1%	5.7%	4.1%	4.6%	3.1%	4.4%
Professionals/Doctors/Lawyers.....	11.6%	18.7%	21.4%	21.4%	26.3%	18.3%
Construction.....	10.3%	9.6%	9.8%	9.9%	13.7%	10.1%
Student.....	.7%	.8%	1.2%			.8%
Retired.....	.6%	.7%	1.0%	2.0%		.9%
Refused.....	3.3%	1.7%	.7%	1.9%		1.7%
TOTAL 1992 HOUSEHOLD INCOME:						
Under \$26,000.....	40.1%	20.1%	17.2%	10.8%	10.4%	22.9%
\$26,000 to \$35,999.....	15.4%	20.2%	12.8%	11.8%	15.7%	15.1%
\$36,000 to \$45,999.....	11.9%	17.6%	11.7%	12.2%	8.7%	12.8%
\$46,000 to \$65,999.....	17.9%	20.9%	29.9%	20.5%	12.6%	22.6%
\$66,000 or more.....	14.7%	21.2%	28.4%	44.7%	52.7%	26.6%
GENDER OF RESPONDENT:						
Male.....	49.5%	48.2%	47.6%	56.1%	60.5%	50.0%
Female.....	50.5%	51.8%	52.4%	43.9%	39.5%	50.0%
MARITAL STATUS BY GENDER (COMPUTED):						
Married Males.....	28.1%	29.6%	31.4%	43.3%	39.4%	31.9%
Married Females.....	30.8%	30.0%	33.7%	31.1%	34.6%	31.9%
Single Males.....	21.4%	18.7%	16.2%	12.8%	21.1%	18.1%
Single Females.....	19.7%	21.8%	18.7%	12.9%	4.9%	18.1%
FAMILY STATUS (COMPUTED):						
Young Single (18-37).....	12.3%	11.6%	10.6%	6.3%	7.4%	10.6%
Adult Single (38 +).....	13.5%	15.7%	13.7%	11.7%	10.7%	13.6%
Single Parent.....	15.3%	13.1%	10.6%	7.7%	7.9%	12.0%
Young Couple (18-37).....	4.5%	7.6%	6.6%	9.4%	9.0%	6.6%
Mature Couple (38 +).....	16.0%	15.9%	20.7%	16.4%	17.6%	17.7%
Young Family (18-37).....	17.3%	20.4%	16.0%	17.3%	17.9%	17.5%
Mature Family (38 +).....	21.2%	15.7%	21.8%	31.2%	29.5%	21.9%
TOTAL ROW PERCENT.....	29.2%	20.1%	33.7%	10.6%	6.3%	100.0%

NUMBER OF NONANCHORAGE OVERNIGHT TRIPS AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
SAMPLE SIZE = 1,232

	NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:					TOTAL MEAN
	No trips	1 trip	2 to 5 trips	6 to 10 trips	11 plus trips	
Number of Anchorage overnight trips.....	2.80	2.97	4.06	5.37	6.88	3.79
Number of Anchorage overnight trips, if made any..	4.27	4.44	6.00	7.28	10.13	5.61
Number of overnight Anchorage convention trips....	.44	.68	.89	.97	1.29	.75
Number of overnight Anchorage convention trips, if made any.....	1.47	1.92	2.22	2.53	2.54	2.05
Number of non-Anchorage overnight trips.....		1.00	3.12	7.69	18.68	3.25
Number of non-Anchorage overnight trips, if made any.....	.	1.00	3.12	7.69	18.68	4.59
Anchorage destination rating.....	3.11	3.18	3.12	3.06	3.35	3.14
Years of Alaska residency.....	24.21	21.04	20.95	19.30	21.23	21.76
Education of respondent.....	13.09	13.76	14.54	14.84	15.02	14.02
Age of respondent.....	42.08	41.54	42.16	40.90	42.68	41.91
Household size.....	3.28	3.16	3.00	3.33	3.30	3.17
Number of adults in household.....	2.07	2.00	1.97	2.05	2.18	2.02
Children under 18.....	1.21	1.16	1.04	1.28	1.12	1.14
Number of children in households with children....	2.25	2.37	2.14	2.28	2.02	2.23
1992 Household income.....	39.77	49.62	57.26	65.31	77.70	53.19

SECTION XVIII:

ANCHORAGE'S DESTINATION RATING

BY

TRAVEL AND GENERAL DEMOGRAPHICS,

BEHAVIORS AND PERCEPTIONS

(COLUMN PERCENTAGES)

ANCHORAGE'S DESTINATION RATING AMONG ALL ANCHORAGE VISITORS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	ANCHORAGE'S DESTINATION RATING:					TOTAL COL %
	Never been	Somewhat/ Very Poor	Neutral	Somewhat Good	Very Good	
ACTIVITIES PARTICIPATED IN DURING ANCHORAGE OVERNIGHT VISITS						
Participated in downtown shopping in the last year		58.7%	78.0%	81.8%	85.9%	82.0%
Participated in other mall shopping in the last year.....		52.1%	69.1%	75.4%	77.9%	74.8%
Participated in dining out in the last year.....		80.8%	90.4%	91.8%	92.9%	91.5%
Visited museums in the last year.....		16.3%	19.0%	17.9%	26.4%	21.3%
Visited nightclubs in the last year.....		17.5%	28.2%	28.3%	31.2%	28.9%
Participated in outdoor activities in the last year.....		26.4%	14.9%	29.7%	33.5%	30.2%
Attended special events in the last year.....		17.2%	18.2%	20.3%	25.2%	22.0%
Attended sports events in the last year.....		9.0%	10.6%	16.3%	14.5%	14.9%
Attended cultural events in the last year.....		18.0%	26.2%	21.7%	24.5%	22.8%
Participated in sightseeing in the last year.....		29.0%	50.2%	47.6%	50.6%	48.0%
Participated in tours in the last year.....		8.9%	7.0%	6.4%	5.0%	5.9%
Attended medical appointments in the last year....		44.5%	36.0%	35.3%	43.4%	39.0%
Didn't participate in any activities.....	100.0%	7.0%		1.6%	1.4%	1.8%
EVER VISIT ANCHORAGE SPECIFICALLY TO ATTEND...						
Fur Rondy?.....		23.4%	19.1%	30.9%	39.6%	30.7%
Iditarod?.....		12.4%	10.1%	15.2%	22.0%	16.1%
Shootout?.....		6.8%	3.9%	8.1%	11.1%	8.3%
Pac events?.....		13.9%	14.7%	18.6%	26.3%	19.5%
Didn't attend any events.....	100.0%	60.7%	67.0%	56.8%	46.2%	56.9%
AREAS OF ALASKA						
Southeast.....	61.7%	31.2%	33.2%	19.9%	17.7%	23.5%
Kenai Peninsula.....	2.3%	19.7%	8.6%	15.5%	12.7%	13.5%
Highways.....	1.1%	22.6%	17.3%	17.4%	19.4%	17.4%
Fairbanks.....	26.7%	13.6%	17.8%	23.1%	19.5%	21.1%
Kodiak.....	2.1%	1.3%	4.6%	3.8%	6.4%	4.5%
Rural Alaska.....	6.1%	11.5%	18.3%	20.4%	24.3%	20.0%
NUMBER OF ANCHORAGE OVERNIGHT TRIPS:						
No trips.....	97.2%	54.1%	39.9%	25.7%	23.1%	32.5%
1 trip.....	2.8%	17.5%	16.0%	17.4%	17.7%	16.5%
2-5 trips.....		20.1%	30.5%	39.5%	37.6%	34.3%
6-10 trips.....		2.8%	3.8%	9.1%	11.2%	8.5%
11+ trips.....		5.5%	9.8%	8.2%	10.3%	8.3%
NUMBER OF OVERNIGHT ANCHORAGE CONVENTION TRIPS:						
None.....	100.0%	86.3%	84.2%	73.0%	69.2%	75.1%
One.....		6.9%	8.0%	15.6%	16.3%	13.7%
Two or more.....		6.8%	7.8%	11.4%	14.5%	11.2%
NUMBER OF NONANCHORAGE OVERNIGHT TRIPS:						
No trips.....	24.4%	31.6%	28.3%	29.8%	28.9%	29.2%
1 trip.....	26.7%	22.3%	21.9%	16.4%	23.0%	20.1%
2 to 5 trips.....	34.1%	34.9%	34.2%	34.0%	33.0%	33.7%
6 to 10 trips.....	13.4%	8.1%	11.8%	13.4%	6.9%	10.6%
11 plus trips.....	1.4%	3.0%	3.7%	6.5%	8.2%	6.3%
TOTAL ROW PERCENT.....	6.7%	7.2%	5.9%	45.2%	35.0%	100.0%

ANCHORAGE'S DESTINATION RATING AMONG ALL ANCHORAGE VISITORS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	ANCHORAGE'S DESTINATION RATING:					TOTAL COL %
	Never been	Somewhat/ Very Poor	Neutral	Somewhat Good	Very Good	
THREE ACTIVITIES ENJOY MOST WHILE IN ANCHORAGE						
Never been to Anchorage.....	100.0%					8.9%
Billiards/Pool.....				.1%	.1%	.1%
Bowling.....				.1%	.4%	.2%
Eating Out/Dining.....		13.0%	26.5%	18.4%	19.0%	17.1%
Shopping.....		31.2%	28.9%	30.2%	31.9%	28.1%
Visiting Friends/Relatives.....		17.9%	10.5%	10.8%	8.6%	9.3%
Fishing.....			.2%	1.8%	1.2%	1.3%
Theater/Movies.....		7.2%	3.3%	8.0%	8.6%	7.3%
Staying in Hotel.....				.4%		.2%
Nightlife/Nightclubs/Dancing.....		3.1%	2.9%	2.7%	3.9%	2.9%
Sightseeing.....		4.5%	10.8%	6.8%	5.9%	5.9%
Skiing.....		2.7%	.2%	2.8%	2.6%	2.4%
Concerts/Music.....		1.4%		2.1%	1.4%	1.5%
Hockey.....		.8%	1.0%	.4%	.6%	.5%
Museums.....		1.3%	1.8%	1.6%	1.6%	1.4%
Zoo.....		.8%		.7%	1.1%	.7%
Gun Shows.....		.8%			.1%	.1%
School/Educational Events.....		.8%		.4%		.2%
Library.....				.5%	.2%	.3%
Relax/Recreation.....			.8%	.4%	.5%	.4%
Baseball.....				.1%	.1%	.1%
PAC/Cultural Events.....			1.2%	1.3%	1.5%	1.2%
Horse Shows/Horseriding.....				.1%	.1%	.1%
Church.....			1.0%	.2%	.7%	.4%
Parks/Outdoor Activities.....		2.3%		.3%	.6%	.4%
Driving.....		.9%	1.2%	1.2%	.6%	.9%
Sports/Sporting Events.....		1.1%	.8%	1.9%	1.5%	1.5%
Conventions/Seminars/Business Meetings.....			2.7%	.2%	.8%	.5%
Biking/Bike Trails.....				.5%	.4%	.4%
Fur Rondy.....		.7%		.7%	.5%	.5%
Iditarod.....				.3%	.1%	.2%
Fairs/Renaissance Fair.....				.2%	.3%	.2%
Bingo.....			2.2%	.5%	1.3%	.8%
Birdwatching.....		.8%				.0%
Hunting.....				.0%		.0%
Golf.....			1.2%	.4%	.3%	.3%
Arts/Crafts.....				.3%	.4%	.3%
Bookstore.....				.2%		.1%

ANCHORAGE'S DESTINATION RATING AMONG ALL ANCHORAGE VISITORS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 2,785

	ANCHORAGE'S DESTINATION RATING:					TOTAL COL %
	Never been	Somewhat/ Very Poor	Neutral	Somewhat Good	Very Good	
Hiking/Walking.....				1.6%	1.0%	1.1%
Children's Events.....				.1%	.1%	.1%
Sullivan Events.....				.1%		.0%
Senior Center.....		.8%				.0%
Massages.....				.0%		.0%
Great Alaskan Experience.....					.0%	.0%
Imaginarium.....				.2%	.4%	.3%
Visiting Portage.....					.1%	.0%
High School Basketball.....				.0%		.0%
Special Events.....		.6%	.8%		.1%	.1%
Boating/Boat Shows.....				.0%	.1%	.1%
Being away from home.....			.2%	.1%		.0%
Real Estate.....				.1%		.0%
Dog Races.....		1.1%	1.0%		.1%	.1%
Parks.....				.2%	.4%	.2%
Room Service.....				.1%		.0%
Swimming/Water Sports.....		2.2%		.1%	.3%	.3%
Volleyball.....		1.1%				.0%
Elevator Rides.....			1.0%			.0%
Running/Jogging.....				.2%	.0%	.1%
Basketball.....		1.1%		.1%		.1%
Arcades.....				.1%	.1%	.1%
Dog Mushing.....				.1%		.0%
Train Ride.....				.1%		.1%
Auctions.....		1.0%				.0%
Gun Shows.....				.1%		.0%
Art Galleries.....				.1%		.0%
Tennis.....				.1%		.1%
Roller Skating.....				.1%		.1%
Haircut/Beauty Salon.....					.2%	.1%
Flying.....				.1%		.0%
Whirlyball.....		.7%				.0%
Comedy Shows.....					.0%	.0%
Dog Shows.....				.0%		.0%
TOTAL ROW PERCENT.....	3.0%	2.3%	2.0%	18.7%	15.0%	40.9%

ANCHORAGE'S DESTINATION RATING AMONG ALL ANCHORAGE VISITORS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	ANCHORAGE'S DESTINATION RATING:					TOTAL COL %
	Never been	Somewhat/ Very Poor	Neutral	Somewhat Good	Very Good	
ACTIVITIES/SERVICES/EVENTS THAT ANCHORAGE SHOULD PROVIDE						
More Children's Activities/Family Activities.....		2.3%		2.1%	5.7%	3.1%
Housing/Places to Stay/More hotels.....		3.8%		.3%	1.3%	.8%
Shopping/More Stores/24-hour stores/Mega-Mall.....	12.0%		4.3%	4.1%	3.8%	4.1%
Skiing.....	12.7%			2.2%	.5%	1.8%
More museums/Better hours.....	6.0%			.8%	.6%	.8%
More Concerts/Theaters/Plays/Cultural events.....		12.4%	19.0%	16.9%	16.1%	15.8%
Amusement Park.....	6.7%	4.2%	2.2%	2.7%	4.6%	3.5%
Equal Funding for Arts.....					.6%	.2%
Weekend Packages/Getaways/Cheaper hotels.....	12.3%			7.5%	3.0%	5.2%
Improve Traffic/Congestion/Safer drivers.....		15.2%	4.5%	4.7%	1.7%	4.2%
Football.....			2.3%	.6%	.4%	.6%
Country Western concerts.....			2.3%	.3%	.5%	.5%
Trade Fairs/Swap meets.....			2.3%		1.2%	.6%
More Seminars/Educators.....	6.3%			1.5%		1.0%
Outdoor Sports.....		3.3%	3.0%			.4%
More Toy Stores.....				.1%		.0%
Skydiving.....					.1%	.0%
More Hockey.....				.1%	.1%	.1%
Religious Events.....				.5%		.2%
More Arts & Crafts/Art shows.....	6.3%			1.7%	.4%	1.2%
Air Shows.....					.4%	.1%
Water Sports.....					.4%	.1%
Better Mass Transit/Buses.....		5.2%	6.9%	4.0%	4.2%	4.2%
Better parking/PAC Parking/Overnight parking.....		2.5%		2.3%	1.1%	1.7%
Safer Downtown/Clean up 4th Ave/Close liquor stores.....				1.7%	3.1%	1.9%
More Sporting Events.....		3.8%	6.0%	5.1%	4.2%	4.6%
Better Crime Prevention.....		10.0%	3.4%	1.7%		1.7%
Bicycle Races.....					.4%	.1%
Lower Air Fares/Transportation.....	26.4%	16.9%	24.2%	9.1%	11.4%	12.1%
More Advertising about Events.....				2.6%	.6%	1.5%
Kenai-Anchorage bridge.....				.3%		.1%
Ferry Service to Anchorage.....					.9%	.3%
Motorized handicapped shopping carts.....					.4%	.1%
Wave machine.....					.4%	.1%
Cheaper/Safer Taxicabs.....				.7%	.1%	.4%
Classic Car Auctions.....					.1%	.0%
More Jobs.....				.4%	.7%	.4%
Train to Alyeska.....		.6%			.1%	.1%
Enlarge Kid's Science Fair.....				.1%		.0%
Better Bike Trails.....			3.0%	.9%	1.9%	1.3%
Large Screen Theater.....				.4%		.2%
Boat Shows.....				.5%		.3%
Historical Visitors's Center.....				1.4%		.7%
Fewer Tourists.....		9.3%	3.8%	1.4%	1.0%	1.9%
Hair Shows.....				.3%		.1%
Drag Races.....	5.3%					.2%

HELLENTHAL & ASSOCIATES

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(continued)

ANCHORAGE'S DESTINATION RATING AMONG ALL ANCHORAGE VISITORS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 572

	ANCHORAGE'S DESTINATION RATING:					TOTAL COL %
	Never been	Somewhat/ Very Poor	Neutral	Somewhat Good	Very Good	
Pro Baseball Team.....				3.2%	5.5%	3.4%
Deep Water Fishing.....		3.5%		.8%	.8%	.9%
MatSu-Anchorage Bridge.....					.8%	.3%
Airport Bus Shuttle.....				.6%	2.1%	1.0%
Casino.....					.1%	.0%
Nascar Event/More racetracks.....				1.0%		.5%
Improve Zoo.....				.3%	.8%	.4%
Physician's Referral Service.....					.5%	.2%
More Campgrounds/RV Parks.....				1.1%	.5%	.7%
Better Restaurants.....		2.5%		.9%	1.2%	1.0%
Better landscaping.....		2.5%				.2%
More Native Food Restaurants.....				.5%		.2%
Native non-drinking Activities/Events.....				.5%	1.0%	.6%
Teen Center for Natives.....				.5%		.2%
More horse shows.....		2.0%				.1%
Cheaper shopping/better prices.....			6.4%	.3%	2.0%	1.3%
Olympics.....			2.9%	2.7%	3.2%	2.6%
More dog mushing.....				.5%		.2%
New Native Hospital.....					.7%	.2%
More swimming pools.....				.4%	.4%	.3%
More bingo halls.....				.4%		.2%
Improve roads.....				1.3%	1.2%	1.1%
Extend State Fair/County Fair/Farmer's Market.....				.8%	1.1%	.7%
Fashion shows.....				.3%		.1%
Medical Conventions.....				.3%		.1%
Publicize Lake Hood Museum.....					.5%	.2%
Develop Tourism around Boat Harbor/Oceanfront.....					1.1%	.4%
Food Fairs.....				.6%	.5%	.5%
Move State capital to Anchorage area.....				.5%		.2%
Open up moose hunting.....				.5%		.2%
Better hunting.....				.5%		.3%
Better archery facilities.....					.5%	.2%
More rodeos.....				.3%		.2%
More nightclubs.....					1.1%	.4%
More comedy shows.....				.7%		.3%
Parades.....					.6%	.2%
Extend Fur Rondy.....				.5%		.2%
Discount Coupons.....					.4%	.1%
Go Cart Racing.....				.3%		.2%
Lottery.....				.5%		.2%
More Golf Courses.....	6.0%					.2%
Non-alcoholic senior dances.....					.5%	.2%
Cheaper prices at PAC.....			3.4%			.2%
More dog shows.....				.1%		.0%
Horse races.....					.7%	.2%
TOTAL ROW PERCENT.....	3.0%	5.1%	5.4%	34.7%	24.5%	72.8%

HELLENTHAL & ASSOCIATES

PAGES 125 & 126

ANCHORAGE'S DESTINATION RATING AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	ANCHORAGE'S DESTINATION RATING:					TOTAL COL %
	Never been	Somewhat/ Very Poor	Neutral	Somewhat Good	Very Good	
METHOD OF MAKING TRAVEL PLANS:						
Never been.....	100.0%					6.7%
At airport.....		6.1%	6.8%	6.3%	9.1%	6.9%
On telephone with airlines.....		12.4%	19.0%	20.6%	17.5%	17.4%
Local travel agency.....		23.9%	24.5%	23.9%	27.0%	23.4%
Anchorage travel agency.....		1.5%	2.0%	3.0%	2.8%	2.6%
Friend or associate.....		4.7%	11.2%	5.1%	3.9%	4.7%
Always Drive.....		25.6%	14.8%	22.2%	20.1%	19.8%
Self Arranged.....		25.7%	21.6%	18.9%	19.5%	18.5%
ANCHORAGE'S DESTINATION RATING:						
Very poor.....		25.7%				2.0%
Somewhat poor.....		74.3%				5.7%
Neutral.....			100.0%			6.3%
Somewhat good.....				100.0%		48.5%
Very good.....					100.0%	37.5%
ALASKAN RESIDENCY:						
1984 to 1992.....	45.2%	6.4%	20.9%	19.5%	23.5%	21.8%
1976 to 1983.....	14.2%	27.8%	13.7%	22.2%	22.8%	21.7%
1967 to 1975.....	13.1%	24.8%	19.7%	24.4%	21.2%	22.3%
Before 1967.....	27.5%	40.9%	45.7%	34.0%	32.5%	34.2%
EDUCATION OF RESPONDENT:						
High School or less.....	51.6%	36.0%	43.0%	32.1%	35.2%	35.4%
1-2 Years College.....	25.7%	33.3%	24.9%	27.9%	23.5%	26.4%
3-4 Years College.....	13.8%	21.1%	24.9%	22.1%	25.1%	22.7%
Post College.....	8.8%	9.7%	7.2%	17.9%	16.2%	15.5%
HOUSEHOLD SIZE:						
One.....	9.0%	23.6%	25.0%	15.5%	11.5%	14.8%
Two.....	44.8%	27.7%	32.5%	26.8%	29.9%	29.5%
Three.....	14.9%	20.7%	15.3%	16.9%	16.4%	16.8%
Four.....	11.5%	9.5%	8.2%	18.4%	22.0%	18.0%
Five or more.....	19.8%	18.5%	19.1%	22.3%	20.2%	20.9%
NUMBER OF ADULTS IN HOUSEHOLD:						
One.....	14.5%	26.8%	26.7%	20.1%	17.3%	19.6%
Two.....	74.1%	62.3%	61.8%	64.7%	66.9%	65.8%
Three.....	10.0%	9.9%	8.7%	10.4%	9.7%	10.0%
Four.....	.3%	1.1%	1.6%	2.2%	4.5%	2.8%
Five.....	1.1%			1.5%	1.1%	1.2%
Six.....				.8%	.1%	.4%
Seven.....			1.2%	.2%	.4%	.3%
NUMBER OF CHILDREN OR ADOLESCENTS:						
None.....	56.9%	56.2%	58.8%	46.7%	46.3%	48.6%
One.....	13.6%	16.9%	17.0%	17.2%	16.8%	16.8%
Two.....	11.2%	9.4%	8.2%	17.1%	20.0%	16.7%
Three or More.....	18.2%	17.4%	16.0%	19.0%	16.9%	17.9%
TOTAL ROW PERCENT.....	6.7%	7.2%	5.9%	45.2%	35.0%	100.0%

ANCHORAGE'S DESTINATION RATING AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

COLUMN PERCENTS
SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
SAMPLE SIZE = 1,232; MARGIN OF ERROR = + OR - 2.79%

	ANCHORAGE'S DESTINATION RATING:					TOTAL COL %
	Never been	Somewhat/ Very Poor	Neutral	Somewhat Good	Very Good	
AGE OF RESPONDENT:						
18-29.....	35.5%	5.0%	10.4%	21.0%	17.2%	18.9%
30-34.....	13.4%	11.6%	10.8%	15.2%	13.9%	14.1%
35-39.....	20.8%	22.7%	16.4%	15.6%	17.9%	17.3%
40-49.....	11.0%	25.3%	20.7%	27.1%	25.0%	24.8%
50 Plus.....	19.3%	35.5%	41.7%	21.1%	26.0%	24.9%
MARITAL STATUS:						
Married.....	62.7%	60.8%	60.0%	63.5%	65.4%	63.7%
Separated.....	1.2%	2.3%	1.6%	1.6%	3.2%	2.2%
Divorced.....	8.1%	10.8%	6.7%	11.6%	11.3%	10.9%
Widowed.....	5.2%	7.4%	8.1%	2.9%	3.6%	3.9%
Live Other Adult.....	21.1%	5.4%	8.5%	11.5%	10.5%	11.2%
Live Alone.....	1.7%	13.4%	15.1%	8.8%	6.0%	8.0%
OCCUPATION OF CHIEF WAGE EARNER:						
Local Government.....	3.5%	2.6%	2.0%	5.3%	5.5%	4.9%
State Government.....	1.4%	14.0%	1.7%	11.1%	6.3%	8.4%
Federal Government.....	4.1%		6.2%	6.2%	3.2%	4.5%
Military.....	13.1%	.3%	1.3%	1.8%	6.4%	4.0%
Oil & Gas.....	1.6%	3.5%	4.2%	4.8%	3.0%	3.8%
Fishing/Timber/Mining.....	32.5%	16.2%	9.8%	9.3%	11.6%	12.2%
Clerical/Retail/Sales.....	3.5%	7.9%	5.4%	6.6%	9.3%	7.3%
Service.....	22.7%	22.7%	18.1%	18.6%	17.0%	18.6%
Managers/Officials.....	1.7%	1.8%	5.0%	4.6%	5.1%	4.4%
Professionals/Doctors/Lawyers.....	7.9%	14.2%	21.6%	19.4%	19.3%	18.3%
Construction.....	1.4%	11.3%	17.2%	9.5%	11.3%	10.1%
Student.....		.9%	2.2%	1.0%	.3%	.8%
Retired.....	1.5%	1.9%	1.9%	.9%	.3%	.9%
Refused.....	5.0%	2.6%	3.5%	1.1%	1.3%	1.7%
TOTAL 1992 HOUSEHOLD INCOME:						
Under \$26,000.....	31.5%	17.3%	18.6%	24.2%	21.3%	22.9%
\$26,000 to \$35,999.....	31.8%	18.9%	20.4%	13.5%	12.8%	15.1%
\$36,000 to \$45,999.....	13.4%	19.1%	17.7%	11.1%	13.0%	12.8%
\$46,000 to \$65,999.....	13.0%	18.4%	22.4%	23.6%	23.8%	22.6%
\$66,000 or more.....	10.3%	26.4%	20.9%	27.6%	29.1%	26.6%
GENDER OF RESPONDENT:						
Male.....	43.0%	53.9%	47.3%	53.4%	46.7%	50.0%
Female.....	57.0%	46.1%	52.7%	46.6%	53.3%	50.0%
MARITAL STATUS BY GENDER (COMPUTED):						
Married Males.....	21.3%	34.6%	32.8%	33.3%	31.3%	31.9%
Married Females.....	41.3%	26.2%	27.3%	30.2%	34.1%	31.9%
Single Males.....	21.7%	19.3%	14.6%	20.0%	15.3%	18.1%
Single Females.....	15.6%	19.9%	25.4%	16.4%	19.2%	18.1%
FAMILY STATUS (COMPUTED):						
Young Single (18-37).....	16.4%	7.4%	10.2%	13.2%	7.1%	10.6%
Adult Single (38 +).....	9.8%	24.4%	21.8%	11.6%	13.4%	13.6%
Single Parent.....	11.2%	7.4%	8.0%	11.7%	14.1%	12.0%
Young Couple (18-37).....	13.4%	2.7%	3.9%	6.9%	6.3%	6.6%
Mature Couple (38 +).....	17.4%	21.7%	23.0%	15.0%	19.6%	17.7%
Young Family (18-37).....	23.2%	17.9%	9.8%	16.6%	18.7%	17.5%
Mature Family (38 +).....	8.6%	18.4%	23.4%	25.0%	20.9%	21.9%
TOTAL ROW PERCENT.....	6.7%	7.2%	5.9%	45.2%	35.0%	100.0%

ANCHORAGE'S DESTINATION RATING AMONG ALL ADULTS
BY
TRAVEL AND GENERAL DEMOGRAPHICS, BEHAVIORS AND PERCEPTIONS

SEPTEMBER 25TH THROUGH OCTOBER 9TH, 1993
ANALYSES OF VARIANCES BETWEEN ARITHMETIC MEANS
SAMPLE SIZE = 1,232

	ANCHORAGE'S DESTINATION RATING:					TOTAL MEAN
	Never been	Somewhat/ Very Poor	Neutral	Somewhat Good	Very Good	
Number of Anchorage overnight trips.....	.03	2.03	4.30	4.05	4.45	3.79
Number of Anchorage overnight trips, if made any..	1.00	4.43	7.16	5.45	5.79	5.61
Number of overnight Anchorage convention trips....		.52	.72	.74	.81	.75
Number of overnight Anchorage convention trips, if made any.....	.	1.73	2.74	2.05	2.03	2.05
Number of non-Anchorage overnight trips.....	2.63	3.14	2.52	3.54	3.14	3.25
Number of non-Anchorage overnight trips, if made any.....	3.47	4.60	3.51	5.04	4.42	4.59
Anchorage destination rating.....	.	.74	2.00	3.00	4.00	3.14
Years of Alaska residency.....	16.56	27.00	26.74	21.15	21.63	21.76
Education of respondent.....	13.19	13.90	13.23	14.29	13.98	14.02
Age of respondent.....	37.94	47.30	46.87	40.71	42.29	41.91
Household size.....	2.97	2.75	2.95	3.24	3.24	3.17
Number of adults in household.....	2.00	1.85	1.91	2.04	2.07	2.02
Children under 18.....	.97	.90	1.03	1.20	1.17	1.14
Number of children in households with children....	2.26	2.05	2.51	2.25	2.18	2.23
1992 Household income.....	37.10	49.34	52.00	53.62	56.26	53.19

